NOVEMBER 1930 ● 25 CENTS

The PARENTS' MAGAZINE

Formerly called "CHILDREN, The Parents' Magazine"

DANGERS Every Child Must Meet

By BLATZ and BOTT

●

The WHITE-HOUSE CONFERENCE

By Secretary WILBUR

●

BOOKS CHILDREN LIKE— AND WHY

●

AND 22 Other Features on Rearing Children from Crib to College

●

Every Advertisement Is CERTIFIED

●

Published with the official co-operation of Teachers College, Columbia University; University of Minnesota; State University of Iowa; and Yale University

FLOYD DELL Answers BERTRAND RUSSELL on "Do Men Want Children?"

Study of Children at the Piano by Anton Bruehl

CHILDREN WITHOUT TOYS

SLIM, GALLANT, UNTRIED . . . fresh as new rose petals . . . they put their toys aside. Yet before them still stretch several more years of childhood. It is, perhaps, the most difficult time of all. Now more than ever they must have plenty of just the right thing to do . . . and worthy friends. Their sensitiveness, their eagerness to live poignantly, must be sympathetically dealt with. The substance of reality must be adroitly exchanged for the discarded toys.

And it all will be a little easier if they have been taught how to partake of the "good life" . . . swimming vigorously through the cool sea . . . putting the zest of health into the swing of a racket . . . savouring the clean orderliness of modern clothes . . . and strolling pleasantly through the glamourous gardens of creative culture.

This last does not mean that they have to be poets, painters or great musicians. It means, to take music for an example, a pleasant familiarity with gay melodies, with the spirit-stirring work of immortal genius, with all the myriad cultural influences of a fine art.

True, it may seem, at first glance, expensive to substitute a superb piano for a toy. But a first-rate environment will definitely help to produce a first-rate person. And the Steinway is so perfectly and soundly built that it will serve your children's children when the time comes . . . yet it can be obtained now on a deferred payment plan that will not burden even the modest income. The Steinway will do more than assist your children through their most difficult time to a sane and beautiful life. It will give them an attractive accomplishment that will help them to make friends. It will permit them to develop their talents, unhampered, on what is both the strongest and most perfect instrument. And it will subtly connect them with a glorious tradition . . . for virtually every great musician from Wagner to Rachmaninoff has used the Steinway.

A new Steinway Upright piano can be bought for a total as low as $875

As the Steinway is made in New York City, this price, naturally, must be "plus transportation" beyond New York and its suburbs.

10% down balance in three years

Used pianos accepted in partial exchange. If there is no Steinway dealer near you, write for information to Steinway & Sons, Steinway Hall, 109 West 57th Street, New York.

THE INSTRUMENT OF THE IMMORTALS **STEINWAY**

30

delicious fragrant dishes of

Wheatena

The SUN-BROWNED wheat cereal

from 1 package —at a cost of less than 1¢ a dish

HOW fortunate that this favorite cereal of millions . . . a cereal that children and grown-ups welcome so eagerly every morning—should also be one of the most *economical* foods you can buy!

From each yellow and blue package of Wheatena, you get 30 delicious, fragrant dishes — *at a cost of less than 1 cent a dish.*

Wheatena is the cereal made from the entire SUN-BROWNED wheat kernel . . . from wheat ripened in sun-drenched fields . . . then roasted and toasted to develop its wonderful whole-wheat flavor.

And no matter how you serve Wheatena—steaming hot or chilled, with fruit—it's equally delicious, equally nourishing, equally easy to digest and assimilate.

Doctors have urged Wheatena for a half century . . . for babies . . . for growing children . . . for adults of all ages. It is *quick-cooking*—ready for the milk or cream in 2 minutes.

Wouldn't YOU like to try this wonderful cereal? Just mail the coupon below and we'll send you 3 generous servings. Or, better still, get a full-size package from your grocer today so you'll have it for breakfast tomorrow.

▼ ▼

3 DELICIOUS SERVINGS FREE

We want you to taste the delicious nut-like flavor of this sun-browned wheat cereal—Wheatena. Please mail the coupon below, and we'll send you, by return mail, enough for three generous servings.

Name .....

Address P-11-30

The Wheatena Corporation
Wheatenaville, Rahway, New Jersey

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Published with the official co-operation of Teachers College, Columbia University; University of Minnesota; State University of Iowa; Yale University.

The PARENTS' MAGAZINE

Formerly called "CHILDREN, The Parents' Magazine"

(Title registered U. S. Patent Office)

Vol. V. No. 11

November, 1930

ON REARING CHILDREN FROM CRIB TO COLLEGE

BOARD OF EDITORS

GEORGE J. HECHT
President, The Parents' Publishing Association, Inc.
MRS. CLARA SAVAGE LITTLEDALE
Managing Editor
MARY ELIZABETH BUCHANAN
Associate Editor
MRS. EVA V B. HANSL
Associate Editor
RALPH O. ELLSWORTH
Art Editor
MRS. SIDONIE M. GRUENBERG
Director, Child Study Association of America
ANNE PIERCE
Consultant in Home Economics
PROF. WALTER B. PITKIN
Columbia School of Journalism
DR. LOIS HAYDEN MEEK
Director, Child Development Institute, Teachers College, Columbia University

CONSULTANTS

ANGELO PATRI
Author "Child Training" and "School and Home"
DR. MARY SWARTZ ROSE
Prof. of Nutrition, Teachers College, Columbia University
DR. CHARLES HENDEE SMITH
Director, Children's Medical Service, Bellevue Hospital

ADVISORY EDITORS

JULIA WADE ABBOT
Director of Philadelphia Public Kindergartens
JOHN E. ANDERSON
Director, Institute of Child Welfare, Univ. of Minnesota
JAMES R. ANGELL
President, Yale University
DR. S. JOSEPHINE BAKER
Former Chief, Bureau of Child Hygiene, New York City
ADELAIDE S. BAYLOR
Federal Board of Vocational Education
MRS. HERMANN BIGGS
President, National Federation of Day Nurseries
DR. HOWARD CHILDS CARPENTER
Sec'y, Am. Pediatric Society
DR. ARTHUR BUTLER CHANDLER
Director, Nursery School, McGill University, Montreal
DR. HUGH CHAPLIN
Chairman, Pediatric Section, N. Y. Academy of Medicine
REV. JOHN M. COOPER
Catholic University
DR. BESS V. CUNNINGHAM
Teachers College, Columbia Univ.
DR. JOHN L. ELLIOTT
Ethical Culture School, N. Y.
LIVINGSTON FARRAND
Pres., Cornell Univ., Vice-Pres. Am. Child Health Ass'n
DR. JOHN H. FINLEY
Pres., Nat'l Child Welfare Ass'n
DR. JAMES FORD
Exec. Dir., Better Homes in Am.
GLENN FRANK
Pres., Univ. of Wisconsin
DR. LEE K. FRANKEL
Vice-Pres., Metropolitan Life Insurance Co.
JOHN PALMER GAVIT
Author of "College"
PROF. ARNOLD GESELL
Dir., Psycho-Clinic, Yale Univ.

CONTENTS

*(Articles marked * are of special interest to fathers)*

Cover Design—by Edna Frances Edell
Join the Parent-Teacher Association —an editorial by Clara Savage Littledale 11
Frontispiece—by H. Burghardt 12
*The Coming White House Conference —by Ray Lyman Wilbur, M.D. 13
*Floyd Dell Answers Bertrand Russell on "Do Men Want Children?" 14
*Should Your Child Study Music?
Your Adolescent Girl —by Helen L. Kaufmann 16
—by Josephine H. Kenyon, M.D. 17
*Dangers Every Child Must Meet—by William E. Blatz, M.B., Ph.D. and Helen Bott, M.A. 18
Information Tests to Try on Your Children —by Walter B. Pitkin 20
*Toys that Teach—by Janet M. Knopf 21
Books Children Like—and Why —by Maude Dutton Lynch 22
Health Needs of the School Child —by W. W. Bauer, M.D. 24
Science Saves the Baby —by I. Newton Kugelmass, M.D. 26
Meat Cookery—by Anne Pierce 27
So Early Monday Morning —by Mary Ormsbee Whitton 28
Parental Problems and Ways to Meet Them 30
Furnishing the Whole-Family House —by Pauline Duff 31
Junior Fashions 32
Feeding the Family 34
Family Fun and Things for Children to Do and Make 36
*Good Movies and Bad 38
Pointers for Parents 42
Look Your Best 49
Out of the Mouths of Babes 59
Expectant Mothers 78
Books for Parents 80
Books for Boys and Girls 82
*Home Movies 87
Group Service Bureau—Program for Discussion 96

THE Editors and Advisory Editors and the organization with which they are affiliated do not necessarily endorse all the statements or opinions offered in this magazine. The author who signs an article assumes full responsibility for the statements it contains.

ADVISORY EDITORS

MRS. LILLIAN GILBRETH
Efficiency Engineer, Author of "Living with Our Children"
DR. ERNEST R. GROVES
Univ. of North Carolina
GERTRUDE HARTMAN
Progressive Education Ass'n
DR. ALFRED F. HESS
Prof. of Pediatrics, Bellevue Hospital Medical College, N. Y.
DR. J. ALLAN HICKS
Sec'y, Com. on Child Development, Nat'l Research Council
PROF. PATTY SMITH HILL
Prof. of Education, Teachers College, Columbia University
JUDGE FRANKLIN CHASE HOYT
Children's Court of New York
SALLY LUCAS JEAN
Consultant in Health Education
JULIA C. LATHROP
Organizer and Former Chief, U. S. Children's Bureau
MRS. MINNETTA SAMMIS LEONARD
Author of "Best Toys and Their Selection"
DR. WILLIAM PALMER LUCAS
Professor of Pediatrics, Univ. of California Medical School
PROF. E. V. MCCOLLUM
Johns Hopkins University
MRS. J. D. MILLER
Former President Georgia Congress of Parents and Teachers
MARY E. MURPHY
Elizabeth McCormick Memorial Fund
PROF. M. V. O'SHEA
University of Wisconsin
ANNA RICHARDSON
Am. Home Economics Ass'n
DR. FRANK HOWARD RICHARDSON
Consultant in Diseases of Children, N. Y. Dept. of Health
DEAN JAMES E. RUSSELL
Dean Emeritus, Teachers College, Columbia University
DR. BELA SCHICK
Discoverer of Schick Test
MRS. JOHN F. SIPPEL
President, General Federation of Women's Clubs
ROBERT E. SIMON
Vice-Pres., United Parents' Ass'n of New York
DR. LOUISE STANLEY
Chief, Bur. of Home Economics, U. S. Dept. of Agriculture
DR. D. A. THOM
Mass. Dept. of Mental Diseases
DR. MIRIAM VAN WATERS
Juvenile Court, Los Angeles
JAMES E. WEST
Boy Scouts of America
EDNA N. WHITE
Chairman, Nat'l Council of Parent Education
DR. FRANKWOOD E. WILLIAMS
Medical Director, Nat'l Com. for Mental Hygiene
MRS. MAY PARDEE YOUTZ
Director, Child Study and Parent Education, State University of Iowa

Published Monthly by THE PARENTS' PUBLISHING ASSOCIATION, INC.

Publishing Office: 184-10 Jamaica Ave., Jamaica, N. Y. Executive and Editorial Offices: 255 Fourth Ave., New York

Terms: $2.00 a year, postage paid in U. S. A. and Canada. Postage to other countries 50c extra. Remit by U. S. money order, express money order, check, or by draft payable in U. S. funds. **Change of Address:** Must reach us 4 weeks before date of issue with which it is to take effect.

Copyright, 1930, by The Parents' Publishing Association, Inc.

Member Audit Bureau of Circulations
CIRCULATION MANAGER: Robert P. Joy
VICE-PRES. AND ADVERTISING DIRECTOR: Earle R. MacAusland
ADVERTISING REPRESENTATIVES
Blanchard-Nichols-Coleman and Johnston
Chicago, Ill., Palmolive Building
Blanchard-Nichols-Coleman
Atlanta, Ga., Grant Bldg. *Seattle, Wash.*, Henry Bldg.
Los Angeles, Cal., Lincoln Bldg. *San Francisco, Cal.*, Hunter-Dulin Bldg.

Birth Subscriptions: A year's subscription makes an ideal gift to the mother of a newborn child. Attractive notification card is sent.

Entered as second-class matter September 13, 1926, at the Post Office, Jamaica, N. Y., under the Act of March 3, 1879.

"Bob coaxes for a lesson on Saturdays"

"I never knew school books could be so interesting"

"You wouldn't believe it. And neither would I three months ago. You see, we had been worrying about Bob's school for ages.

"Gone all day, learning we didn't know just what, long hours indoors, trips back and forth in any kind of weather . . . well, naturally he was tired and didn't have much interest in studying in the evenings.

"So we decided to try the Calvert Home Instruction Courses. The famous day school in Baltimore that sends its courses all over the world, you know. Just think of having Bob home all day . . . and learning more than when he went to school!

"All you do is follow the daily outline . . . any one can do it. And we're easily through by noon . . . so more playtime outdoors.

"'I never knew school books could be so interesting,' he said naively the other night. That's the secret. Calvert lessons keep the child interested all the time. Of course, the individual instruction . . . no class to keep pace with . . . helps too.

"Bob really is finding that he has a mind of his own. He loves Geography, History, and Nature Study. Yes, he's even learning to write compositions . . . right along with his three 'R's.'

"I don't know what school you're sending your children to now . . . and I hope you won't mind my saying so, but . . . you really don't know what your youngsters are missing if you haven't tried the Calvert courses!"

Calvert courses give more playtime outdoors

For 33 years the Calvert School in Baltimore has successfully educated children from Kindergarten to High School. Thousands of parents have taken advantage of the Home Instruction Department. Daily lessons, books and personal guidance are supplied every home pupil. Thorough preparation for High School is accomplished in six years . . . besides the necessary fundamentals, a delightful fund of information about scientific, general and cultural subjects is given. Calvert Home Instruction Courses are under the supervision of V. M. Hillyer, A.B., Harvard, author of "Child Training," "A Child's History of the World," "Common Trees," etc. His latest book, "A Child's Geography," presents this subject in a manner that will fascinate every child. Mr. Hillyer, who is Headmaster, has had over 30 years' experience in the training of children.

Fill out the coupon below. Find out more about these courses which make children want to learn.

CALVERT SCHOOL
211 E. Tuscany Road
Baltimore, Md.

Please send me full information regarding your Home Instruction Courses.

*Name*_____

*Address*_____

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Junior Books to grow up with ....

REALMS OF GOLD IN CHILDREN'S BOOKS

by Bertha E. Mahony and Elinor Whitney. This is the best guide to selection of books for your children. A fascinating book in itself, endorsed by leading authorities. Anne Carroll Moore writes of it: "As important an addition to a home library as an unabridged dictionary, a reliable encyclopedia, or an up-to-date atlas." *$5.00*

For Picture and Story Book Age

THE ARK OF FATHER NOAH AND MOTHER NOAH

as seen by Maud and Miska Petersham. An irresistible picture book in six colors: Not at all solemn. *$2.00*

LIANG AND LO

Pictures and story by Kurt Wiese. Two little boys in China and their ride on a buffalo to hunt for a dragon. Delightful color. *$1.50*

BABY BEAR
LITTLE ELEPHANT

by Hamilton Williamson, pictures in color by Berta and Elmer Hader. Bimba learns all about bees and Jummy learns all about *MICE! .75 ea.*

ANGUS AND THE DUCKS

by Marjorie Flack. Color picture book about the great curiosity of a small Scottie. *$1.00*

BEPPO THE DONKEY

Story and pictures in brilliant color and black and white by Rhea Wells. A little Sicilian donkey with a big will —friendly as "Peppi the Duck." *$2.00*

ALL ABOUT PATSY

Written and illustrated in four colors and vivid black and white by Mary Phipps. Flip-flops of Patsy, kinky Liza Jane, a pup, a kitten and a chubby pig on a Southern plantation. *$2.00*

On the Road to Twelve

THE MISSING KATCHINA

by Grace Moon, author of "The Magic Trail." Two brave Navaho children in search of the lost totem. Many pictures by Carl Moon. *$2.00*

THE GYPSY CARAVAN

by Howard Pease. Illus. by Harrie Wood. Betty and Joe travel back through the centuries in a green Gypsy van. *$2.00*

GAY GO UP

by Rose Fyleman. Illus. by Decie Merwin. Gay verses by one of the best-liked poets for children. *$1.50*

PATCHWORK PLAYS

Written and Illustrated by Rachel Field. Five little plays—varied and easy to give. *$1.25*

METTEN OF TYRE

by Helena Carus. Drawings by Vera Bock. Voyages of the son of a Phœnician captain in King Solomon's time. *$2.00*

AWISHA'S CARPET

by Dahris Butterworth Martin. A little Tunisian girl achieves her greatest wish. Pictures in bright color and line by B. L. Cuming. *$2.00*

KNIGHTS, GOATS AND BATTLESHIPS

by Terry Strickland Colt. Pictures by Marjorie Flack. A little Maltese boy wants to be a British sailor. *$2.00*

THE BOYS AND SALLY

by Rose B. Knox. Lively Sally leads the boys on a cotton plantation after the Civil War. Very real illustrations by Manning deV. Lee. *$2.00*

PETER POCKET'S LUCK

by May Justus. Illus. by Mabel Pugh. A little Tennessee mountain boy thinks, "There's nothing too good to be true." *$1.50*

THE ADVENTURES OF PINOCCHIO

by C. Collodi. Translated and adapted by Angelo Patri. A best-loved story retold by a best-loved teacher. Sprightly pictures by Mary Liddell. *$2.00*

TALES OF A BASQUE GRANDMOTHER

by Frances Carpenter. Illustrated by a Basque artist, Pedro Garmendia. Folk tales as fascinating and genuine as the nineteen illustrations in full color. *$3.50*

GOOSE GRASS RHYMES

by Monica Sherman. Decorated by Neva K. Brown. Wise and witty verses about fairies and frogs and California caterpillars. *$2.00*

EMIL AND THE DETECTIVES

by Erich Kaestner, translated from the German by May Massee. Illustrated by Walter Trier. Emil meets the man with the stiff hat, misses his money and turns detective. *$2.00*

THE UNCLE AMOS PUPPET SHOW

by Neva K. Brown. Many amusing pictures help to tell how a little boy gave a puppet play. *$1.25*

THE WEE MEN OF BALLYWOODEN

by Arthur Mason, with rare pictures by Robert Lawson. What happened the night of the Big Wind that blew the Wee Men out of Ireland. Below, you behold old Danny O'Fay and his donkey, peddling fresh fish from the sea the morning Blaney's rooster crowed again—the Wee Men knowing why! *$2.50*

Junior Books

if

you want to know more about our books for boys and girls send for JUNIOR BOOKS, 1930, our complete catalogue, fully illustrated.

Junior Books, DOUBLEDAY, DORAN & CO., INC.
GARDEN CITY, N. Y.

Please send me your complete catalogue, JUNIOR BOOKS, 1930.

NAME .....

ADDRESS .....

CITY ..... STATE .....

DOUBLEDAY, DORAN & COMPANY, INC., GARDEN CITY, NEW YORK

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

THE PARENTS' MAGAZINE DIRECTORY OF SCHOOLS

Schools—Girls

TENACRE
Preparatory to Dana Hall

For Girls, 10 to 14 Years of Age

Carefully selected pupils. Attractive home surroundings. Teachers of refinement and experience. *One Home Center where the French Language is Spoken.*

Address

Miss Helen Temple Cooke
Box A, Dana Hall, Wellesley, Mass.

OAK GROVE
A QUAKER SCHOOL FOR GIRLS

Emphasizes College Preparation, Music, Art, Expression, Physical Education. *Address* **Mr. and Mrs. Robert E. Owen, Principals. Box 123, Vassalboro, Maine.**

HOWARD SEMINARY FOR GIRLS

Where New England Traditions Count

55th year. In the country near Boston. Preparation for all colleges. **Accredited.** Intensive review. General courses. **Individual attention.** Junior College. Home Ec. Secretarial. All Sports. Music. Art. Expression. Aviation. **Endowed.** Moderate rates. **Lynn H. Harris (Ph.D., Yale), President. Box 16, W. Bridgewater, Mass.**

Highland Manor

Country boarding school and Junior College for girls. Fully accredited. Non-sectarian. All grades. College preparatory, general, special courses. Music, art, dramatics. **EUGENE H. LEHMAN, Director, Box M, Tarrytown-on-Hudson, N. Y.**

DREW Seminary
FOR GIRLS AND **Young Women**

On beautiful Lake Gleneida, near New York

College Preparatory. General and Special Courses. Fully Accredited. Small classes. Moderate rates. 64th year. Junior School. **HERBERT E. WRIGHT, D.D., Pres., Box P, CARMEL, N. Y.**

MOUNT REGIS — CHRISTI

FOR GIRLS up to 18. 100 miles from New York in beautiful Shawangunk Mountains, at 1,200 ft. above the sea. Accredited. Special Prep for "College Boards." Music and Art. Swimming. Canoeing. Tennis. Skating. Skiing. Tobogganing. Hockey. Golf. Riding on School's own horses over School's estate of 500 acres. Via Ontario & Western R. R. or auto Route 17 and 6 N (3 hours from N. Y.). For information write **SISTER DIRECTRESS, Box F, Wawarsing, N. Y.**

PUTNAM HALL
COLLEGE PREPARATION FOR GIRLS.

General course. Music, Art. Small classes. Experienced faculty. Graduates successful in 18 colleges and universities. Attractive campus. Spacious buildings. Supervised athletics. Riding, tennis, swimming. *Catalog.*
ELLEN P. BARTLETT, A.B., Prin., Poughkeepsie, N. Y.

ROSE HAVEN
A Country Boarding School for 30 Girls, 5-15

Companionship of intelligent girls in charming home atmosphere. Unusual personal care. All sports. Sunny classrooms. Exceptional health record. Native French teacher. One hour from N. Y. MARY BIRCHARD, Rockleigh, N. J. Address: P. O. Box 25-P, Tenafly, New Jersey.

HEWLETT SCHOOL FOR GIRLS
16th Year

Cedarhurst, Long Island. Twenty miles from New York. Day and Boarding pupils. Primary through College Preparatory. Outdoor sports. Music.
EUGENIA G. COOPE, *Principal*
Phone Cedarhurst 2909

THE RAYSON SCHOOL

A City School with Country Sports. Near Riverside Drive. Resident and Day Pupils. Primary, Intermediate and College Preparatory.

323 and 325 West 100th Street, New York City

NATIONAL PARK SEMINARY

Junior College, College Preparatory

For booklet address: The Registrar
(Box 70), Forest Glen, Md.

ROBERTS-BEACH SCHOOL

Efficient preparation for college in an atmosphere where your daughter will enjoy the companionship of desirable associates. Delightfully situated in the country, 6 miles from Baltimore. Catalog. **Lucy George Roberts, Ph.D., *Co-Principal.*** Box P-11, Catonsville, Md.

Schools—Girls

Ferry Hall
1869—1930

JUNIOR COLLEGE and Preparatory School for Girls. Also general courses. Located thirty miles north of Chicago on Lake Michigan. Two new, beautifully appointed residence halls. Music, art, dramatics. Supervised sports. Riding, tennis, basketball, baseball, tobogganing. Gymnasium. Swimming pool. *Catalog.*
ELOISE R. TREMAIN, Prin., Box 5110, Lake Forest, Ill.

HILLCREST
SCHOOL FOR GIRLS—6 to 14 Years

Accredited. 21st year. Latest methods. Happy home environment. Near Milwaukee. Catalog.
Sarah M. Davison, Prin., Box 4-P, Beaver Dam, Wis.

CUMNOCK SCHOOL
Co-educational Day School
Residence for Girls and Young Women

Accredited. Kindergarten through Junior College. An old established school in the most beautiful residential district of Los Angeles. Regular courses. Expression, Secretarial, Music, Art, Dancing, Tennis Courts, Horseback riding and other outdoor sports.
Place your children in Cumnock while visiting Southern California.
A. A. MACURDA, M. C. DRISKO, Directors
5353 West Third Street Los Angeles, Cal.

Schools—Boys

THE ASSOCIATION *of* MILITARY COLLEGES *and* SCHOOLS *of the* UNITED STATES

Illustrated Booklet sent on request
Five Park St. (Box 73), Boston, Mass.

WHITING HALL
A BOARDING AND COUNTRY DAY SCHOOL

Equipped to prepare thirty boys from 6 to 16 for the last years at Andover, Exeter and other preparatory schools. Individual instruction. Homelike surroundings. Healthful location 20 miles west of Boston. *Catalogue*
Charles Aiken, Headmaster, So. Sudbury, Mass.

MITCHELL

For boys 8-16. 20 miles from Boston. Complete modern equipment. All athletic sports. Horsemanship. Good fellowship and homelike atmosphere. Address
Alexander H. Mitchell, Box C, Billerica, Mass.

WILLISTON JUNIOR SCHOOL

Careful attention to habits of study and play. Separate lower school in this New England academy well known for its sturdy ideals, efficient instruction, and attention to character building. *Address Headmaster.*
ROBERT B. CUNNINGHAM, Box I, Easthampton, Mass.

TILTON
Junior and Senior Schools

Third grade to college. Separate cottage dormitories with experienced housemothers for younger boys. Thorough training. Excellent recreational facilities. Endowed and accredited. Special scholarships for boys of exceptional ability. Two and one half hours from Boston. Illustrated Catalog.
T. W. WATKINS, Headmaster
Box P, Tilton, N. H.

CURTIS

Thorough elementary training. Boys 9-14. Restricted enrolment. Helpful instructors with parental attitude. Homelike. Initiative, character developed. 50 acres, Berkshire foothills. 55th yr. Unique features in catalog. Tuition, $1200.
Head Master, Box M, Brookfield Center, Conn.

Westminster Junior School

For Boys 11 to 15 Years. Enrollment limited to fifty carefully selected boys. Academic and athletic equipment of Westminster School available.
Address: Frank J. Watson, Headmaster, Westminster Junior School; Raymond Richards McOrmond, Headmaster, Westminster School, Simsbury, Connecticut.

ROXBURY

The Junior Department of Roxbury School, for boys from eleven to fifteen years, is a special adaptation of the Roxbury methods of small group instruction for the proper training of younger students. *Address*
A. P. SHERIFF, HEADMASTER, CHESHIRE, CONNECTICUT

Schools—Boys

EDGEWOOD

A School that Develops **Imagination** and **Initiative** and Prepares Efficiently for College. A School in a Unique Setting that Appeals to **Modern Parents** Who Want **Progressive Education** for Boys 12-16. Coeducational.
For Fully Descriptive Catalog, Address
E. E. Langley, Principal
95 Rock Ridge Greenwich, Conn.

NEW YORK MILITARY ACADEMY
A SCHOOL OF DISTINCTION
Cornwall-on-Hudson, N.Y.

MT. PLEASANT HALL

Day and Boarding School for Junior boys. Elementary through second year high school. Music. One hour from New York City in beautiful Westchester County. Progress assured. Limited enrollment. Personal care. Supervised recreation. Year-round.
WM. F. CARNEY, Headmaster,
Box P. Ossining-on-Hudson, N. Y.

MANLIUS

Manlius builds well-rounded manhood through scholarship, athletics and military training. Successful preparation for college. Catalogue: Gen. William Verbeck, President, Box 1711, Manlius, N.Y.

STONY BROOK SCHOOL

Well-balanced academic, recreative, character training for boys. Prepares for college or business. Christian influence. Accredited. Seven modern buildings on 35-acre campus. 2 athletic fields, gymnasium, swimming. Catalog.
The Headmaster, Box T, Stony Brook, Long Island, N. Y.

BLAIR ACADEMY
A School for 300 Boys

Beautiful Location 65 Miles from New York. Graduates in Leading Eastern Colleges. Thorough Preparation for College Board Examinations and Certificates. Junior School for 7th and 8th Grades. Excellent Equipment. 310 Acres. Gymnasium. Pool. Golf Course. Athletics for all Boys.
For Catalog Address The Headmaster
Charles H. Breed, Ed. D. Box S, Blairstown, N. J.

FREEHOLD MILITARY SCHOOL
The School with the Personal Touch

BOYS 6-15. Modified military system stressing obedience, orderliness and self-reliance. Supervised study and play. Summer camp. **Maj. C. M. Duncan, Prin., Box 112, Freehold, N. J.**

PEDDIE

Preparation for College Entrance Board Examinations. Six Forms including two grammar grades. Boys from 30 states. Modern buildings. 150 acres. Athletics for every boy. 9-hole golf course. 65th year.
Box 11-H, Hightstown, N. J.

BORDENTOWN MILITARY INSTITUTE

College preparation. Small classes. **Boys taught how to study.** R. O. T. C. **46th year.** Catalogue.
Col. T. D. Landon, Drawer C-45, Bordentown, N. J.

PENNINGTON

150 Boys. Small Classes. Individual Attention. Accredited College Preparation. Athletics, Gymnasium, Pool. Moderate Rates. Catalog.
FRANCIS HARVEY GREEN, Litt. D.
Box 80 Pennington, N. J.

KINGSLEY SCHOOL

For boys. College preparatory. Junior school. Small classes. Healthful location. 22 miles from N. Y. C. Sports for all. Summer camp. Catalog.
HEADMASTER, BOX D, ESSEX FELLS, N. J.

Keystone Academy

College preparatory. Certificate privileges. Junior school. Enrolment limited to 100 boys. Experienced faculty. In healthful Poconos 15 miles from Scranton. Modern conveniences. Winter sports and all athletics. Catalog. 62nd year.
Earle R. Closson, Head Master, Box P, Factoryville, Pa.

HARRISBURG ACADEMY
146th Year

Prepares for all colleges, experienced teachers; small classes; ideal location. Junior, Middler and Senior Departments. Large campus, fine playing fields and courts. Gymnasium, swimming pool. Catalog.
Arthur E. Brown, Headmaster, Box A-125, Harrisburg, Pa.

Schools—Boys

Swarthmore Thorough college preparatory and elementary training. Lower school—70 boys, 8-14. Separate dormitory. Activities, teaching methods adapted to needs of younger boys. Understanding teachers. Supervised sports. Gym, swimming pool. Educational center near Phila. Catalog.
H. Roger Coleman, Headmaster. Box 1124, Swarthmore, Pa.

JUNIOR Military Academy
KINDERGARTEN and elementary. Teacher to every 8 boys. House mothers. Planned activities. Healthful climate. 220 acres. Open 12 months. Moderate rates.
Head Master, Box M, Bloomington Springs, Tenn.

CULVER MILITARY ACADEMY
(On Lake Maxinkuckee)
Prepares boys for college and for Citizenship. *Catalog.* **14110 Pershing Place, Culver, Ind.**

A Clean Mind **HOWE SCHOOL** ***In a Sound Body***
HIGHEST standards of scholarship and character with wholesome outdoor recreation. College preparation. Business courses. Military. Rev. C. H. Young, S.T.D., Rector. For catalog address The Vice-Pres., Howe, Indiana.

TODD **For 100 Boys (6 to 15) —83rd Year—**
Oldest school for boys in West. Progressive. 10 buildings. New Pool. Shop. **Accredited.** One hour from Chicago. *On C. & N. W. Ry. and Auto 19.* Catalog.
ROGER HILL, Prin., Box D13, Woodstock, Illinois

Midwest Junior School **Knoxville Illinois**
A home-school for young boys. Military. **Ages 8 to 14.** Latest methods. Individual care. Small classes. Dietician. Nurse. Riding. Swimming. Not for profit, hence yearly $600. Catalog: *Write Headmaster, Box P.*

WYLER SCHOOL for YOUNG BOYS
A Year-round home school for young boys. Individual Teaching. Manual Training. Boy Scout Organization. Gardening. Lake. Water Sports. Winter Sports. Moderate Rates. For information, address:
W. H. Wyler, Box P, Evansville, Wisconsin.

CAL-PREP CALIFORNIA PREPARATORY SCHOOL FOR BOYS
Among the orange groves of Southern California, near Los Angeles. THOROUGH TRAINING IN SCHOLARSHIP AND PHYSICAL DEVELOPMENT. Lower School — First seven grades. Upper School — Five Forms. Athletics, Music, Riding, Swimming, and Golf.
ADDRESS THE HEADMASTER, BOX P, COVINA, CALIFORNIA

SAN RAFAEL MILITARY ACADEMY
"One of California's finest private schools" (non-sectarian) One hour from San Francisco. Primary, Grammar, High School, Junior College. Fully accredited. Division "A" rating, Univ. of Calif. Catalog. A. L. Stewart, Supt., Box 8-T, San Rafael, Cal.

Schools—Special

SPECIAL SCHOOL ASSOCIATION
Write for Booklet **"The Parent's Problem"**
Room 2000P 25 West 43d Street New York City

The Devereux Schools
Separate schools for boys and girls. Juniors and Seniors. All grades in academic work. Athletics. Vocations. Congenial home life. *Address*
HELENA DEVEREUX FENTRESS, Principal, Box P, Berwyn, Pa.

ROSEHILL **for nervous or retarded children**
Individual teaching and training under child specialist (M.D.). Experienced staff. Beautiful, secluded country estate near Philadelphia; 15 acres of sunny slopes. Excellent food. Moderate rates. Booklet.
Mrs. Anne M. Pope, Box A, Chester Heights, Del. Co., Pa.

HEDLEY IDEALLY adapted to the individual training of a select group of educable boys and girls requiring special instruction. Unexcelled location. College-trained staff. Summer camp. Half hour from Philadelphia. 17th year. Catalog. **Box P, Glenside, Pa.**

THE WOODS' SCHOOL
For Exceptional Children Three Separate Schools
GIRLS BOYS LITTLE FOLKS
Camp with Tutoring. Booklet. Box 168 Langhorne, Pa.
Mrs. Mollie Woods Hare, Principal.

You can be quickly cured, if you
STAMMER
Send 10 cents for 288-page book on Stammering and Stuttering. **"Its Cause and Cure."** It tells how I cured myself after stammering 20 yrs. **B. N. Bogue, 12611 Bogue Bldg., 1147 N. Illinois St., Indianapolis.**

Schools—Special

BANCROFT
SCHOOL FOR RETARDED CHILDREN
Established 1883
¶ For children from five to sixteen requiring individual instruction. Highly trained staff including resident Physician and Nurse.
¶ Modern equipment. Home environment with ample opportunity for outdoor activities.
¶ Summer camp on Maine coast affords complete change of climate for four months under same staff.
Catalogue on Request
DIRECTORS
E. A. Farrington, M.D., *and* Jenzia C. Cooley
Box 332 Haddonfield New Jersey

THE MILLER SCHOOL *for Boys*
who have fallen behind their comrades. Homelike atmosphere. Individual instruction achieves progress. Manual training, Arts and Crafts. Athletics. Supervised play. 50 acres. 24 miles from Philadelphia.
B. Kendrick Miller 2nd, P. O. Box 137, Lansdale, Pa.

The Wright Oral School
One Mount Morris Park, West, New York City
A Private Boarding and Day School for pupils with imperfect hearing. **Founded in 1894.** Small enough to be a real home and yet large enough to be a real school. **Correspondence Course for Mothers of Little Deaf Children**

PARKSIDE SPECIAL SCHOOL
A day school for exceptional children, 6 to 15 years, who require individual instruction.
MARION B. HERRSCHAFT, Directress
109 East 61st St., New York City.

24-Hour Day School
Especially for the maladjusted child. Beautiful outdoor surroundings. Classroom and Individual work. Muscle training. Speech correction. Non-resident attendance if desired.
BEULAH SHULL BARNES, Director
4719 Conduit Road Washington, D. C.

THE STEWART HOME SCHOOL
For Backward Children. 37th Year.
A Private Home and School on a beautiful country estate in the famous Blue Grass Region of Kentucky. Cottage plan. For illustrated catalog address **Dr. John P. Stewart, Director, Box B, Frankfort, Kentucky.**

THE WILSON SCHOOLS
A private school home for children whose parents prefer individual instruction. Every kind of special education. Speech correction. Beautiful buildings and surroundings. Complete facilities. Very reasonable rates.
LaVerne A. Wilson, Mgr., Dayton, Ohio

The Hill-Young School of Speech **Los Angeles, Calif. 2309 So. Hoover St.**
Children from two to ten years, of good mentality, whose speech is delayed or defective. Individual tuition in grade subjects. They live, eat, and study in the open air and California sunshine. Dietary and health under direction of Pediatrists.
Principals—Mr. and Mrs. G. Kelson Young.

ROCKY MOUNTAIN RANCH SCHOOL
A Mental Hygiene School
For a small number of boys, not subnormal mentally, with nervous or emotional disturbances. **Write,**
Walter C Langer, S.B., A.M. (Harvard), Dir., Silver City, New Mex.

Schools—Co-Ed

JUST-A-HOME
For tiny tots. Excellent care and training. Protestant.
MRS. FLORA D. WHITFORD
286 Summer St., Stamford, Conn. Tel. Stamford 3-0414.

"FAIRHOPE"
Unusual Year Round Country School and Camp
8th year. Boys, Girls, 2 to 12; Parental care, homelike environment, usual studies, creative handwork, individual development; swimming, riding, farming, 50-acre estate, moderate, 93 minutes from New York.
Mr. and Mrs. John H. Conroy, Ridgefield, Conn. Tel. 630

POLLYANNA HOME SCHOOL
Open All Year. Children 3-7 years.
Child Analysis. Creative play.
Specialized care.
M. GRUBB, Millington, N. J., Phone 89

MAURICE CLUB
Care of Business and Professional people's children from 9 to 5:30, with lunch and outdoor play. Children called for at school and taken home, or cared for after school hours.
Mrs. M. Alexander, Apt. 3-F (Traf. 4819 Evenings) 201 West 77th St. New York City

IS *your* child really learning how to live? Some people never do learn, you know. And often they are not to blame. A child is entirely at the mercy of adults during his first seven years; and those are the very years when he is being fitted or misfitted to go on. What about *your* child?

A school for him is opening in New York this autumn, under our direction, expressly to guide him through his formative stages. Boys and girls from infancy to eight, day pupils, resident pupils are being enrolled.

Possibly we do not know of the young woman particularly suited to be *your* child's governess or nurse. But she does exist; and, no matter where you live, we will help you to seek her out.

Laboratory lessons in PLAY will begin at the Institute in October. They are meant for parents.

CHILD TRAINING INSTITUTE
113 West 57th Street New York City
Telephone: Circle 4808

Schools—Co-Ed

ESSIE OLIVE ABEEL SCHOOL
HACKENSACK, N. J.
A School with Practical Ideals. Cultural and Ethical Instruction. Dancing, Art, Music, Dramatic Art. Pre-Kindergarten through College Preparation. Children 2½-4 carefully trained in supervised play and home activity.
July—North Water Gap, Pa.
A limited number of boarding pupils
293 Lookout Avenue Phone Hackensack 5757

CHERRY LAWN SCHOOL
Outdoor progressive school for boys and girls 9 to 18. Large faculty-limited enrollment.
Dr. Fred Goldfrank, Director, Darien, Ct.

RIVERSIDE ACADEMY
271 Woodgate Ave., West End, New Jersey
Boarding and Day School, for small children
Trained nurse—Rate $65 a month
ELEANOR C. GORMAN

Chevy Chase Country School
Children 4 to 14. Experienced, sympathetic care in home of directors. Ideal health conditions. Small classes. High standards. Summer camp in Maine.
Mr. and Mrs. Stanwood Cobb, Chevy Chase, Md.

Millard HOME SCHOOL
For girls and boys, age 2 to 14. 100 miles northwest of Chicago. Home influence. Limited number. Lake. Saddle horses. Summer Camp. RATE $405. For Catalog Address
E. S. Millard, Box P, Evansville, Wisconsin.

BROADOAKS, Inc.
School of Child Research
Progressive Open Air School
Nursery School, Kindergarten, Parental education. Boarding home for children under six years.
714 West California St. Pasadena, Calif.

Vermont Academy
Accredited - College Preparatory - Co-educational. All Advantages Offered by Modern Preparatory Schools. Junior Dept. Music Dept. Commercial Dept. Varsity and Intramural Athletics. Every Student Participating. Capacity 200—Rate $725. No extras. John B. Cook, Principal, Box P, Saxtons River, Vt.

EAST GREENWICH ACADEMY
On Narragansett Bay. Prepares for college or business. Co-educational. Homelike atmosphere. All sports. Separate Junior School. Catalog. L. W. Le Baron, A.B., Ph.D., Box 11, East Greenwich, R. I.

Dancing

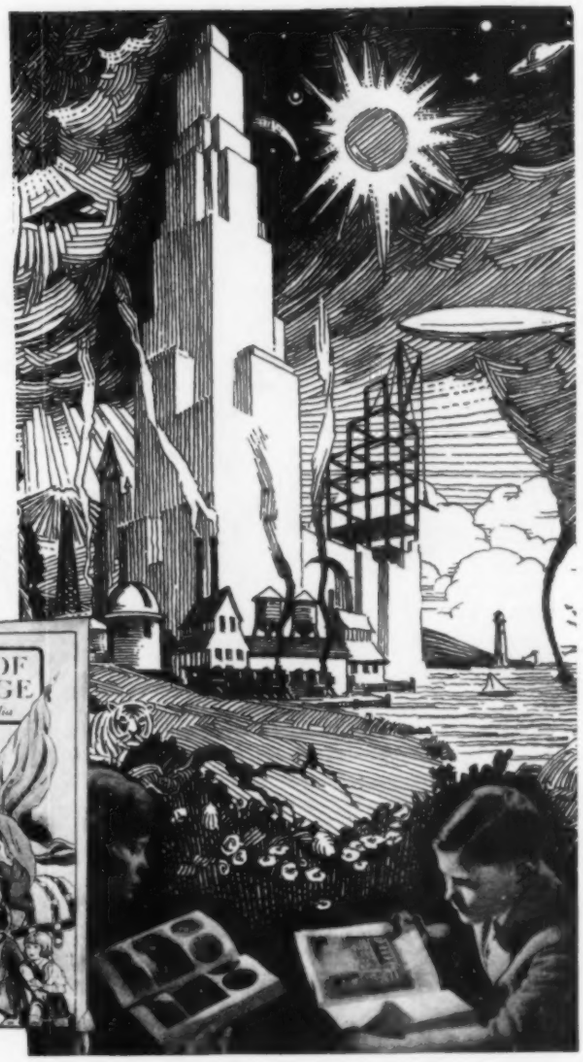
RHYTHM
MUSIC
MOVEMENT

AMERICAN INSTITUTE OF DALCROZE EURYTHMICS
Paul Boepple, Director
—Rhythmic Movement—Solfege—Improvisation—Piano—Based on Modern Education Principles—Music made vitally interesting to Children—Freedom. Self-expression going hand-in-hand with voluntary self-discipline.
Booklet on Request—Box "P"
9 East 59th Street, New York
Volunteer 1357

FREE

for your Children

This Beautiful Booklet



"The Conquest of Knowledge" is the name of this *Free* illustrated booklet made up of 54 pages from the wonderful new edition of The Book of Knowledge. Not only will it delight your children but it will tell them a number of very interesting facts often helpful in their school work. Contents include a beautiful plate of butterflies in their natural colors; pictures in gravure of famous art and architecture; The Earth and Its Neighbors; The Great Wall of China; How a Sound Wave Strikes the Ear; Why Do I Dream?; a complete story, four popular poems; What to Do on Hallowe'en, etc. Every reader of The Parents' Magazine is invited to have a copy free.

There is no better way to give your children a flying start for the new school year than by placing in their hands The Book of Knowledge, The Children's Encyclopedia.

18 Departments
15,000 Pictures

The *Wonder* section answers their questions; *Familiar Things* takes them into the workshops of the world; *The Earth* tells them the story of land, air, sea and sky; in *Animal Life* and *Plant Life* they read of birds, fishes, insects, animals, flowers and trees. *Our Own Life* tells them about their bodies and their minds, and about citizenship and economics, in words the children know. In *All Countries* they come to know foreign lands and peoples; *The United States* tells of our own country; its history, government, industries and ideals. *Literature, Fine Arts, Biography* and *Famous Books* spread before them the cultural treasures of the world; *Stories* and *Golden Deeds* furnish wholesome, entertaining reading; *Things to Make and Do* contains games to stimulate active minds and handicrafts to keep restless fingers busy. The *School Subject Guide* helps to make the way easier in school. In short, here is *the interesting, essential knowledge of the world in plain and simple language.*

Good pictures are short-cuts to learning, the most effective means of explaining quickly and unforgettably a fact, an idea, a process, a story. There are, in The Book of Knowledge, 15,000 of the most striking educational pictures, many of them made exclusively for this work. 3,400 are in beautiful color and gravure.

The Idea of a Father Who Loved His Child

This wonderful educational plan is the idea of a father who loved his child and was determined to give him the best possible start in the race for knowledge. He drew to him others who were eager to help, with a long experience in writing for children. Together they studied the mind processes of the child and from their discoveries The Book of Knowledge grew. *It was planned, written, arranged and illustrated by those who understand the needs of growing minds.*

Now in the Homes of Nearly 3,000,000 Children

Nearly 3,000,000 boys and girls have The Book of Knowledge today. It is never off the press. Parents demand it for the home, teachers for the school. Best of all *the children love this great informational work and read it as eagerly as stories,* a fact that was brought out in the findings of a state-wide educational survey. Mail the coupon for the free booklet today. It will capture your child's attention and teach many facts useful to know. There is no obligation.

THE BOOK OF KNOWLEDGE
The Children's Encyclopedia

The Grolier Society, 2 West 45th St., New York

You may send me, FREE for my ..... children, ages ..... "The Conquest of Knowledge," containing color plate of butterflies, gravure section, pages on The Earth and Its Neighbors, Why Do I Dream? The Great Wall of China, a story, poems, games, etc. Reprinted from The Book of Knowledge, the Children's Encyclopedia.

Parent's Name .....

Address .....

(Parents' Magazine 11-30)

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

To guard against, to treat Sore Throat *gargle Listerine–reduces mouth germs 98%*

Do you realize that even in normal mouths millions of germs breed, waiting until resistance is low to strike?

Among them are the Micrococcus Catarrhalis (catarrh), associated with head colds; Pneumococcus (pneumonia), and the Streptococcus Hemolyticus, so largely responsible for sore throat.

How important it is to help Nature fight these germs by means of a mouth wash and gargle capable of swiftly destroying them.

Fifty years of medical, hospital, laboratory, and general experience clearly prove Listerine to be the ideal antiseptic and germicide for this purpose.

It is non-poisonous, safe to use full strength in any amount, and is, at the same time, one of the most powerful germicides known when used full strength.

Within 15 seconds it kills even the Bacillus Typhosus (typhoid) and Staphylococcus Aureus (pus) germs, generally used as test germs because of their resistance to germicides.

Recent exhaustive tests show that full strength Listerine, when used as a gargle, reduces the number of germs on the surface of the mouth 98%. Thus the mouth is left healthy, fresh, clean.

Under all ordinary conditions of health, the morning and night gargle with Listerine is deemed sufficient. But when you are coming down with a cold or sore throat, it is wise to gargle with Listerine every two hours in order to combat the swiftly multiplying germs. Lambert Pharmacal Co., St. Louis, Mo.

THE SAFE ANTISEPTIC

Kills 200,000,000 germs in fifteen seconds (*fastest killing time accurately recorded by science*)

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

AN EDITORIAL MESSAGE

JOIN THE PARENT-TEACHER ASSOCIATION

By CLARA SAVAGE LITTLEDALE

Managing Editor, THE PARENTS' MAGAZINE

GOING TO SCHOOL used to be considered a definite parting of the ways in the life of a child. Back of him lay those years of infancy and very early childhood when home and mother were the dominating factors in his existence. With the ringing of the school-bell he emerged into a bigger world, a world filled with other children of his own age, and presided over by a hitherto unknown person called "Teacher." He became a part of the community's organized school life. According to tradition, Mother stood at the door on the day he set off to school waving him farewell, fighting back her tears and realizing that he was no longer "all hers."

THE MODERN MOTHER knows that such a picture is out-dated. All through the pre-school years she has been helping her child to form useful habits of living, to meet adults and other children with friendliness, to grow in self-control, self-reliance and capability. She has not wanted him to be "all hers"; rather she has consistently tried to help him to develop as an individual. Entering school is a logical step in that development.

FURTHERMORE, the modern mother realizes that there need be no sense of loss on her part when school claims her children because at the same time the school also claims her interest and co-operation. A child's life can not be divided into compartments having no relation to each other. His school life and his home life are closely interwoven, the one influencing the other. The teacher needs to know the parents of the children in her classes in order better to understand and help her pupils, while parents often get a new insight into their children's strengths, weaknesses and special problems by talking things over with their teachers. The school itself must have the informed interest and help of parents if it is to be the vital force it should be in the life of the community.

IT WAS THIS CONVICTION that school and home need each other that led to the formation of the Parent-Teacher Association—a national organization of a million and a half members which has as its objective home and school working together for the best interests of the child and the community. Sporadic, unorganized attempts on the part of parents and teachers to co-operate could never effect what concerted intelligent action is now accomplishing. All over the country Parent-Teacher Associations are gathering, tackling their problems of home and school, outlining their year's objectives. Is there such a group affiliated with your school? If so, join it. If no such group exists, be sure that you will be accomplishing work of lasting value if you help to organize one in your community. Be proud to express your devotion as a parent, your interest and concern in the all-important task of public education and your sense of community responsibility by joining and working in the ranks of the Parent-Teacher Association.

"The future of the race marches forward on the feet of little children"—Phillips Brooks

Photograph by H. Burghardt

STUDY OF A YOUNG GIRL

THE COMING WHITE HOUSE CONFERENCE

What it is and what parents may expect from it

By RAY LYMAN WILBUR, M.D.

Secretary of the Interior and Chairman of the
White House Conference on Child Health and Protection

IN EVERY GREAT movement toward human betterment there come times when its leaders must pause for a moment to examine the progress which has been made, consider the tasks which yet remain and then, to rechart the course toward the goal.

Such a moment had been reached in child welfare work in the United States when President Hoover called the White House Conference on behalf of the nation's children. We believe that children in this country are living under better home conditions, are better fed, better educated, and better equipped to meet the demands of adult life, than they were twenty or even ten years ago. But we do not know whether our belief is based on fact or merely reflects our desire that our children shall have all the things which will make them finer citizens. Many of us are beginning to have an uneasy suspicion that the selfsame mechanical progress which has lightened human labor, speeded up both work and play and filled our lives with new opportunities, may be very bad indeed for children. We are beginning to see that we must plan quite definitely to give back to children some of the human opportunities which we have allowed to slip away, in the congestion and confusion of our modern life.

Civilization has gone forward with a sudden spurt since it began to use science as the basis of its agriculture and industries. Medicine and education have advanced with equal strides, but there has not been even distribution of the benefits of all that we have learned, to the children of our country. Those of us who are interested in children are very conscious of the many inadequacies and the very uneven way in which we treat our children in the different parts of the country at the present time.

Something of this was in President Hoover's mind when he said at the first meeting of the Planning Committee of the White House Conference: "We already have enough knowledge which, if brought together, compared and sorted, would give us some approach to the normal child. The crux of the problem is as quickly as possible to bring what knowledge we have into the open, broadcast it, and make it familiar to the average busy but deeply concerned parent."

Mr. Hoover brings a unique experience in dealing with children to the task of this Conference. Shortly after his work with the children in Belgium, northern France, Russia, Poland and later at the time of the Mississippi flood, he enunciated the now famous Child's Bill of Rights:

"The ideal to which we should strive is that there should be no child in America that has not been born under proper conditions, that does not live in hygienic surroundings, that ever suffers undernourishment, that does not have prompt and efficient medical attention and inspection, that does not receive primary instruction in the elements of hygiene and good health, that has not the complete birthright of a sound mind in a sound body, that has not the encouragement to express in fullest measure the spirit within which is the final endowment of every human being."

These, Mr. Hoover believes, are the *rights* of every child, not just the privileges to be granted the few. To help children secure these rights we must first know what we are doing for children in every part of the country, we must compare this with what specialists agree we *should* be doing for children, and third we must work out a practical way of bringing our child programs as near to the ideal as we can, under existing conditions.

More than a year has passed since Mr. Hoover called the first meeting of the White House Conference on Child Health and Protection. Now, as this article goes to press, the reports of the four sections of the Conference and their various committees and sub-committees are being gathered into a vast compendium of information to be presented to the Conference as findings when it convenes for its final meeting from November 19 to 22.

The work has been carried on by four sections. The first, under the leadership of Dr. Samuel McC. Hamill, noted pediatrician of Philadelphia, has been considering the whole question of medical service, including its relation to the child's growth and development, prenatal and maternal protection, and medical care in cases of disease and disablement.

The work of the second section on Public Health Service and Administration, under Dr. Hugh S. Cumming, Surgeon General of the United States Public Health Service, is closely allied. Some of the topics under consideration are communicable disease control and health promotion through federal, state, city and rural health organizations and milk production control.

The third section, Education and Training, one of the largest in the Conference, directed by Dr. F. J. Kelly, of the University of Chicago, has been studying education, including health education, to see whether in the long run our plans are such as to develop the best type of citizens. Because we realize that proper education of the child must often begin with the education of his mother and father, a committee has been working in the field of parent education. The infant, the pre-school child, the school child, and the child with special educational requirements each have their special group.

The fourth section, under the able leadership of Mr. C. C. Carstens, (*Turn to page* 68)

IF YOUR CHILD IS—

UNDER 5 YEARS, you will be particularly interested in the features beginning on pages 13, 14, 16, 18, 19, 21, 26, 27, 30, 31, 32, 34, 36, 42, 82, and 96.

BETWEEN 5 AND 10 YEARS, you will be particularly interested in the features beginning on pages 11, 13, 14, 16, 18, 19, 20, 21, 22, 24, 27, 30, 32, 34, 36, 38, 82, and 96.

BETWEEN 11 AND 18 YEARS, you will be particularly interested in the features beginning on pages 11, 13, 14, 16, 17, 19, 20, 22, 24, 27, 30, 32, 34, 36, 38, 82, and 96.

AS CHILDREN GROW OLDER, they constantly present new problems. You will want to inform yourself in advance in order to meet them successfully. A single article may give you ideas which will have a lasting influence on the health, happiness and character of your children, or on your relationships with them.

FLOYD DELL answers BERTRAND RUSSELL on

DO MEN WANT CHILDREN?

Two famous men who are fathers as well as thinkers disagree on a subject seldom discussed. Start this article and you'll read every word

THE REASONS which Bertrand Russell gives in his article, "Do Men Want Children?", published in the October issue of this magazine as to why men want (or used to want) children, all suffer from the disability of being reasonable. And human nature is notoriously not motivated by reason. It is far older than reason. Reason comes along several million years after our instinctive needs have been established in emotional patterns, and does its best to make them appear reasonable. Reason merely attempts to reconcile the ways of instinct to those of logic. Thus in a society in which children are sources of wealth and power it may triumphantly point out that fact as a good reason for having children. Do we long for immortality?—then children are a kind of immortality. Are we proud of our possessions?—then children are the most delightful of possessions.

But these are afterthoughts. They are excuses after the fact, not the original motives. A reason for having children which used to be urged was "duty to the State." This duty is no longer generally felt, but people continue to want children. They want children even when these no longer represent wealth and power—when they are economic liabilities. They want children even though their biological knowledge tells them that they have as immediate parents only a small share in the "immortality" of their germ-plasm. They want children even when they come to feel, as many modern parents do, that it is the children who "own" them rather than they who "own" the children.

Nevertheless, the sociological considerations adduced by Bertrand Russell, if not original motives, are important factors in encouraging or discouraging the parental emotions. They are not, perhaps, stated in a way to reveal how they most affect our behavior today, and I will try to restate them. But first, let us attempt to say why men do want children. The reason, surely, is not very different from the reason why women want children. It is not a reasonable reason at all. It is an emotional reason. It is a species-instinct translated into the dynamics of emotion, to help along the reflexes in their reproductive task. In a woman it is a feeling that she becomes fully a woman only by having children. In a man it is the feeling that he becomes fully a man only by begetting children *and* providing food, shelter and protection for them and the mother.

For in a woman the feeling is attached directly to *having* children; while in a man the feeling is attached more to the work he does and the responsibility he takes in caring for the household. He feels most fully a man when he is undertaking these responsibilities.

Much of our social training, indeed, goes to prepare young men and women for these parental responsibilities. But since in our species these responsibilities are the culmination of two other processes, our conscious attention goes largely to these two preliminary processes. One of these is learning to work, which in our society generally takes the form of learning to earn money. The other process is that of learning to love—the whole mating process with its prelude of training in emotional response and love-choice.

Thus our way of preparing young men for the fulfilment of their instinctive parental emotions is to get them interested in useful (or at least paying) work, and to encourage them to fall in love with one girl after another until they find a mate. The process of learning to work in our society takes so long that the sexual impulses have to be held back for a time from their goal of parenthood. Young people are not normally conscious of any desire for children of their own until they have found a mate. Then, normally, they begin to want children—not at all, be it observed, as a means of wealth or power; hardly (at that age) as a way of living on after they are dead, and not even as possessions; no, they want children because, as healthy human beings whose instincts are in good working order, their emotions of happy mate-love urge them on to

Anthony and Christopher Dell and their mother, plus the pup

"I used to say I didn't want children," admits the author of this article in sending us this picture of himself and his two sons—Anthony and Christopher

a further fulfilment in having children. They *feel* this. It is not a reasonable matter at all. Their reason may tell them that they cannot afford to have children—and they may be right, sociologically speaking, in not having them. But they *want* them.

There is, however, something very painful and humiliating in having to give up an instinctive wish. It is just as humiliating to be obliged to refrain from having children because you are poor, as to be obliged to give up your sweetheart because you are poor. And so, to avoid as far as possible this humiliation, many young people persuade themselves that they don't want children. That makes it easier to give them up. But when circumstances change, when they can afford to have children, they discover the truth about themselves. They know they want children, and they go ahead and have them.

But in some young people of both sexes the economic and emotional insecurities of life have operated from an early age to repress the emotions which develop into the wish for children. The experience of poverty, or of having irresponsible parents, may make them decide that they do not want children; and this emotional decision may persist in the face of the most favorable circumstances in their own marriage. This amounts to a neurotic fear of parenthood, though it may mask itself as a complete lack of interest in the subject. And meanwhile, some other interest, in some kind of work, art, or social activity, may replace the repressed parental interests in consciousness and receive the benefit of the instinctive philoprogenitive energies. We need not quarrel with these people, especially when their substitute activities are socially useful. But sometimes they would be personally happier (and not necessarily any the less socially useful) if they could by some technical emotional exploration and re-education be freed from their unconscious fears of parenthood. Then they could make a reasonable choice as to whether they should have children or not.

In our society, moreover, so heavy an economic burden is laid upon men in marriage that it is not strange that many sensitive young men should be afraid of parental responsibilities and should persuade themselves that they do not want children. It is not even strange that some of them should guard themselves still further by persuading themselves that they do not want to get married. In my time among young intellectuals this fear of economic responsibility took the form of idealizing irresponsibility in love affairs. It was not a vulgar kind of irresponsibility, it was a very noble kind—too noble, in fact, for it required us not to be jealous when the beloved (as was to be expected) turned her fancy to another. Our theories, however, did not keep us from being hurt in the usual way when that happened. And it was particularly humiliating to note that the men to whom our quondam sweethearts turned were men who wanted to get married and were willing and able to support their wives. The next thing was that these girls proceeded to have babies. They hadn't said anything to us about wanting babies. We had supposed that they were more interested in ideas than in babies. But we painfully drew the conclusion that girls wanted babies—which in our society (however it might be in the Utopias of which we talked) required a man to support the mother. It was clear that young men who had only ideas to offer could not retain permanently the society of the girls they loved. They were merely charming playfellows. And what healthy young man wants to be just a charming playfellow? We didn't. But it was a long time before we could realize that we wanted children ourselves, a long time before we were sure enough of our economic powers to dare have them.

I suppose (to continue in this autobiographical strain for a moment) that nobody, hearing me talk in those days, would have guessed that I was repressing a profound desire for children of my own. I argued, on good sociological grounds, that there were too many children in the world already. And I was quite sincere, so far as I knew, in saying that I didn't want to have children. Yet today I am a parent and proud of it in the ordinary human fashion. My emotions are fulfilled by having children as they never were by having theories.

My experience may be in some accidental respects unusual, but it seems to me that it corresponds fundamentally to an experience that many young people of both sexes are going through today. They are less theoretical, apparently; but they start in by being afraid of the responsibilities of parenthood and of permanent mating, and afterward they often discover that these represent what they really want.

I do not think they are to blame for being afraid of marriage and parenthood at first. I think they have to be forgiven their preposterous theories, (*Turn to page* 67)

Photograph by Josephine Von Miklos

We are spending in this country $220,000,000 annually on music education. This author discusses how much of this is worth while

Should your Child study MUSIC?

By HELEN L. KAUFMANN

THERE ARE THOSE who maintain that every child should study music, that it is as essential a part of education as mathematics, and that there is no such thing as an unmusical child. As a consequence of the steadily growing sentiment to that effect, the movement to universalize music education grows apace. Money is being poured out like water. We are spending in America approximately four times as much annually for music education as we do for all the public high schools of the country, nearly three times as much as for all colleges, universities, and professional schools—a grand total of $220,000,000 over and above the $7,500,000 spent by music students abroad. It is simple common sense to pause for a moment and to question. Is this money well spent? How satisfactory are the returns? Ought every child to study music? And should I add my child to the already large group of music students, of whom it is safe to assume that all will not "arrive," since all are not equally gifted? How am I to decide whether or not he should study?

It is necessary, first, to define terms. The study of music is not, as frequently misapprehended, learning how to play an instrument and that alone. It covers three distinct fields—appreciation, creation, interpretation. Appreciation is a matter of familiarity with fine compositions, knowledge of musical history, understanding of structure, emotional response, and is a thing of slow growth, best fostered in group work in the school or the home. It requires neither expensive instruction from private teachers, nor conspicuous talent, and every child is entitled to the opportunity to develop it as a cultural resource. Creation, or composition, presupposes the existence of musical ideas, to be expressed when the student has learned the laws of harmony and counterpoint and structure. It consists of acquiring a techique, a language, the rudiments of which may also be learned in classes conducted in music schools or even in the more progressive high schools. There is no question here of years of expensive instruction; for talent in composition manifests itself early enough and decidedly enough to make the decision an easy one. Interpretation, however, involves the mastery of an instrument, and it is here that the greatest waste of time, effort and money is found. If a student is exposed to courses in appreciation or composition, and responds feebly, his parents do not resent it one-half as much as if he cannot or will not learn to play an instrument. They hold his nose obstinately to the musical grindstone long after sparks have ceased to fly, waiting for a miracle to happen. They would do better to ask themselves a few questions before they start to turn the grindstone. Their initial train of thought might go something like this. (1) Has our child innate musical talent? (2) Is it a definite talent for an instrument? (3) If so, for what instrument? (*Turn to page* 88)

Your ADOLESCENT GIRL

By JOSEPHINE H. KENYON, M.D.
Associate Professor in Health Education, Teachers College, Columbia University

New ideas and health practices about which every mother of a girl in or approaching her teens should know

Photograph by Clara E. Sipprell

MUCH THAT IS WRITTEN about the adolescent girl deals with her emotional phases, with her temperamental difficulties, her impoliteness, her "what's-the-use-of-it-all" attitude. These conditions even when they are in evidence enough to cause parental worry, may not be caused by adolescence but may only become intensified or more evident then. This discussion will be confined, as much as possible, to the physical side of adolescence.

Adolescence is a stage of development. It cannot be limited by definite ages. However, in most little girls, the secondary sex characteristics begin to appear by the ninth or tenth year. These changes appear gradually and are usually coincident with an increase in height. They continue until the periodic function of menstruation begins, which in our climate is from the thirteenth to the fifteenth year. It is not unusual for it to begin either earlier or later, but the time of its onset should be noted to correlate it with other signs of maturity.

Health examinations during these growing years should be made at six-month intervals. Many points can then be noted by the physician, which have a direct bearing upon a girl's health. Of these, posture is the most evident. If your daughter has grown too rapidly and is lean and tall, the chances are that she will stand habitually with a slump of the shoulders, the abdomen forward, flat chested and with a hollow back. This puts a strain upon the muscles and they lose tone. Nagging her to "hold her shoulders up" does no good. It often discourages what attempts she might have made. Unless individual exercises are given to strengthen the proper muscles, she may have a backache upon exertion, and become easily tired without knowing the cause. If, on the other hand, your daughter goes through the stocky, overplump stage, she may stand well enough with a broad strong back but her abdomen may be very relaxed and protrude unless special effort is made to correct it. At this time she may become very broad through the hips. Her weight may increase so rapidly that the skin stretches beyond its capacity and long red scars appear at the sides of the abdomen, over the curve of the hips and along the margins of the breasts. They are curiously worrying to the girl because she does not realize what causes them. They will fade to a white line and no new ones appear if she stops gaining so rapidly, but they never completely disappear.

If the breasts become rather large, a girl in her teens is apt to hunch the shoulders forward in an attempt to hide them. Many a poor posture begins in this way. Good posture depends not only upon muscle tone and the habitual use of the muscles, but also upon the desire to stand well and the determination to do it. Muscle tone is influenced by such various factors as the amount of exercise, rest and sleep one has; how the body has reacted to infections; the absorption of poisons from the intestinal tract and largely upon the diet. Of this last, the mineral salts, especially calcium, are important. When calcium is at fault the low-muscle-toned child is usually over-active, in constant motion, too highly strung, on edge all the time and taking little sleep, though needing much. Often she is the despair of her parents because of her erratic behavior.

For some reason these children's bodies do not use the calcium present in their milk and vegetables and extra calcium must be given in the forms which establish the proper calcium-phosphorus balance. Parathyroid medication is often necessary as well as high Vitamin D in the form of cod-liver oil or viosterol to aid in this calcium utilization, also orange and lemon juice in larger amounts than usually given. As this condition is just beginning to be recognized, the therapy must be carefully supervised by the physician. Often there is a marvelous change for the better, rather more striking in the pre-adolescent than in the adolescent years.

Whether lean or stocky, the adolescent girl needs ten to eleven hours of sleep. She is also the better for relaxation and rest during the middle of the day—as we all would be! Her school hours may not allow for this mid-day rest but at any rate there should be a wise balance between recitation periods and physical exercise, (*Turn to page* 60)

DANGERS EVERY CHILD MUST MEET

By WILLIAM E. BLATZ, M.B., Ph.D.
and
HELEN BOTT, M.A.

of the St. George's School for Child Study, University of Toronto. Joint authors of a forthcoming book, "The Management of Young Children"

The too-careful parent sometimes makes the timid but frequently the foolhardy, risk-taking child

THE CHILD is an adventurer in a strange world and he meets the risks which attend adventurers. He is peculiarly liable to fall a victim to his own experiments because of his lack of knowledge and forethought in regard to the situations in which he finds himself. It therefore becomes the task of the adults to supply this lack in his experience until he can make his way with safety. But there are psychological dangers attendant upon this process of making the world physically safe for the child: the adult may have an exaggerated idea of what constitutes a normal risk, and may go to extremes of protection more damaging to the child than any injuries he is likely to receive from his physical environment.

If we envisage the child as straining forward, eager to explore the unknown, we see in the adult an equally immediate impulse towards restraint. The impulse to shelter and protect the child is deep-seated. Coupled with this is the fact that a history of trying experiments may have induced in the adult a strong preference for the known and the proven. He, therefore, or she, views with due concern the first tentative movements of the child towards testing the quality of an often unfriendly world. Consider, also, that the young child is just emerging from a period of complete dependence on the mother. That dependence, irksome as it may be in some respects, is on the whole pleasant, as augmenting the parent's sense of power and mastery and as satisfying what is sometimes called the tender emotion. The child's desire to seek experience for himself in his own right threatens parental dominance; it is often unconsciously resisted for this reason by parents who would repudiate this attitude in themselves did they realize it.

The motor tendency of withdrawal, of snatching the child away, seems to be the first and natural reaction of parents in all danger situations. Let us see how this withdrawal attitude works in actual practice before we go on to discuss a modification of this original response into more constructive forms of control.

Verbal warnings are perhaps the commonest method which parents resort to in attempting to shield their children from danger situations. "Don't touch, don't run out on the street, don't go near the water" are all forms of verbal prohibition with which we are familiar. How much do they accomplish? A carefully controlled study of the relative efficacy of various forms of restraint has not, as far as we are aware, been undertaken by any of the various safety leagues which are trying to spread safety principles among children. As far as one can judge from casual observations in a home situation and from discussion of the matter with groups of mothers, verbal warnings, unless accompanied by sensory experience, are of little value. The child who touches the hot radiator withdraws his hand. If the word "hot" is systematically associated with this sensory experience it can be used, in due course, as a substitute for that experience. With little difficulty, the child can be taught to withdraw on hearing the word "hot," without actually feeling the heat. This is a typical case of "conditioning." But the necessary core of sense experience is overlooked when parents trust to verbal warnings alone. At best they can supply only incidents drawn from reports in the papers, relying on imagination and hearsay to take the place of experience. In many situations, such for example as motor accidents, it is highly undesirable that there should be a core of sensory experience. A more effective method than verbal warning alone must therefore be devised to guard children against situations which represent a real and inevitable element of danger.

There is a rather doctrinaire type of parent who practices, or at least professes, the method of letting a child find out by actual trial that knives will cut, that fire will burn, and presumably that water will drown and falls may kill. The difficulties of this method are obvious. If it be accepted as a general principle, untempered by discretion, the child may not survive to profit by experience. Even if not actually injurious, this method may involve consequences that are highly undesirable and unforeseen. The child may be left with a lasting fear or dread as a result of a situation which the parent has conceived as a useful warning. Also, if a too intense avoiding reaction is established, the child may be hampered in a situation in which it is necessary that he act resolutely. Take the question of motor hazards. It is imperative that children should learn how to cross the street in traffic. Caution is highly desirable in such a situation; fear, caused by an accident or near

Snatching the child to safety is the parent's first impulse

Junior, who was champion high climber at nursery school, doesn't think sitting on a limb is anything to get excited about

accident, can only be a drag on the promptness and dependability of the child's reactions. This may seem to labor the point, but it is important to realize that the discipline of natural consequences can only have limited applicability to the behavior of the young child. At the critical points in the child's experience, adults must be at hand to regulate and interpret the forces to which the child is exposed.

The phrase "modified experience" may serve to describe the kind of mitigation of the direct action of natural laws to which we have been referring. If the child is exposed to the heat of the fire only enough to teach him that it will burn, but not enough to burn him, if he feels the knife to know that it is sharp but is not allowed to cut himself with it, he may learn to avoid dangers without too marked withdrawal reactions being developed. We conceive it to be the duty of parents to undertake this modification at every turn where the experience of the child exposes him to real danger. It is equally undesirable to have this type of supervision and interpretation thrust into situations where it is not necessary. This is a nice line to draw between too great and too little supervision.

The desired result of the type of restraint which we have outlined should be to make the child careful. There are undesirable results which may also appear. Too much restraint and protection will tend to make the child timid and dependent. He will cling to his protector and hesitate to act on his own initiative. On the other hand, over-restraint may make the child impatient, defiant or rebellious. He may then be incited to greater risks than he normally would have taken and these risks will probably be run surreptitiously, thereby increasing the danger that the parent hoped to lessen. Lastly, the parent may unconsciously though selfishly use the shelter motive as a means of keeping control over the child. The mother who ties her son to her apron strings has always perfectly good reasons to offer on the ground of her anxiety for the welfare of the child. Those of us who were restrained in childhood from swimming, going in a boat, climbing trees, building bonfires or going on hikes in the country may be alive and sound today as the results of such restraints, but we probably have suffered defects in our personalities for which protection may be a poor compensation. It is important to bear in mind that we are dealing not only with physical safety but with a psychological relation. It may be much more important to let a child run risks and thereby achieve his independence than to keep him in leading strings for the sake of a presumed danger.

If restraint alone seems inadequate as protection for the child, it remains to be seen whether there is a more constructive way of dealing with danger situations. May we introduce here again our idea of a learning process which the parent can direct and control to the interests of the child's development? If so, what are the essentials of such a procedure?

It is the responsibility of the parents first of all to eliminate from the environment of the child elements of needless risk. This elementary point seems often to be missed by parents. The question recurs again and again, "How shall I keep my child from leaning out of open windows? How shall I keep him from playing with fire, from getting at poisonous medicines?" The obvious answer is that the windows should be barred or opened from the top so that the child is not able to lean out, that the fire should be screened so that the toddler cannot get into it and that dangerous medicines should be kept in a locked chest. This, of course, applies specially to small children who have not reached an age at which they can understand the risks they run. As they grow older, their discretion can be more and more appealed to and relied on. Parents should not, however, be surprised when their children exhibit seemingly inexcusable lapses in judgment. There are bound to be gaps in their experience, which we do not realize, which may make them a prey to dangers when we least expect it. This may be especially the case in regard to social situations. Nothing could be more unfortunate than to sow in a child's mind distrust and fear of his fellows, yet in any large city it is essential that children should be warned against too great friendliness with strangers. Just how much precaution is necessary it is quite impossible to say in general terms. The parent must judge of each child individually and even so situations will arise of which the child has not been forewarned. In these, we can only trust to the child's training carrying over from other occasions. It is, therefore, of the greatest importance that we should inculcate in children positive methods of managing themselves in emergencies instead of mere negative habits of avoidance.

Danger situations should be treated as *learning* situations, their component parts sorted out and the child taught how to meet each aspect as it arises. One important implication of such a method is that it minimizes the emo-

Illustrated by ROBB BEEBE

Fathers of active youngsters should learn to be nonchalant

tional reactions in a danger situation and facilitates prompt action. A good example is the fire drill in our schools, and the way in which children respond in such situations shows how effective this method can be. It is the only sort possible when dealing with children in the mass, with respect to a crisis when immediate action is essential. It has, however, limited applicability to the situations in home life where more varied situations call for greater flexibility of response, for initiative and ability to think and act quickly and with judgment in an unprecedented situation.

The practice which children in the nursery school receive in learning to climb the jungle gym is a simple example which illustrates the value of a flexible type of adaptation. During the two or three years that children have access to this apparatus, they may climb or not as they choose,

but if they do elect to climb, an adult is at hand to guide their first efforts, to show them how to hold, where to place their feet and so on. The child is thus freed from any preoccupations as to his safety. He can put all his energies into the operation of climbing, knowing that someone is there to help him if necessary. He soon learns to go all over this piece of apparatus with agility second only to that of a monkey. He feels satisfaction and a sense of power in such activity and is likely to pursue it with zest until it becomes second nature to him to climb. Such a child is able to climb trees with ease and in an emergency if he had to climb down a ladder from a burning building he would be more apt to give a creditable account of himself than a child who had never learned the motor coordinations necessary to climbing and who lacked, (*Turn to page* 92)

INFORMATION TESTS

To Try on Your Children

By WALTER B. PITKIN

Professor, Columbia School of Journalism
and author of "The Psychology of Achievement"

HOW GOOD are your child's powers of observation and memory? How much general information has he stored away in his active brain in preparation for those times when he must call upon his private stock of facts for help in making a decision, answering a question, or solving a problem? Here are some tests that will give you an indication of the scope and accuracy of your child's fund of general information. They do not pretend to be comprehensive. And some of the questions are deliberately made more difficult than the ordinary child of the given age could be expected to answer. In this way the parent is able to discover whether his child is above the average in knowledge of facts which come within the scope of his age group. Probably no child can answer all of the questions that will be given in this series. The tests should be scored on the basis of ten points for every question correctly answered. A score of 70% may be regarded as good. And a score of 90% is remarkably high. Who can score 100%? The answers to all questions are given on page 55.

TEST I
For children 5 to 7

(1) What is an elephant—a tree, an animal, a seat, or something to eat?
(2) When do we laugh—when we are angry, happy, sad, or afraid?
(3) What looks most like a ball—an orange, a pencil, or a toy automobile?
(4) When do we get out of breath—when we run very fast or when we walk slowly?
(5) Which hangs by its tail from the limb of a tree—a monkey or a bunch of grapes?
(6) Which eats which—hens worms, or worms hens?
(7) Is it better for us to brush our teeth two times a day or two times a week?
(8) Which has the longest neck—a giraffe, a horse, or a dog?
(9) What do we use to wash our hands?
(10) Which makes more noise—an airplane flying near your house or an automobile driving past your house?

TEST II
For children 7 to 10

(1) Are all apples red?
(2) In what season of the year do leaves turn other colors than green?
(3) Is the Atlantic Ocean fire, land, paper, or water?
(4) How many nickels are there in a quarter?
(5) Does ice cream melt in the sun?
(6) When you are driving in an automobile, do cars coming toward you pass on your left or your right?
(7) Do fish have feathers?
(8) When older people come into a room where you are sitting, is it more polite to stay seated, to walk out of the room without saying anything to them, or to stand until they have either left the room or sat down too?
(9) If you wanted to know what time of day it was, would you look at a clock, a watch, or an alarm clock?
(10) Which is heavier, a pound of potatoes or a pound of sugar?

TEST III
For children 10 to 14

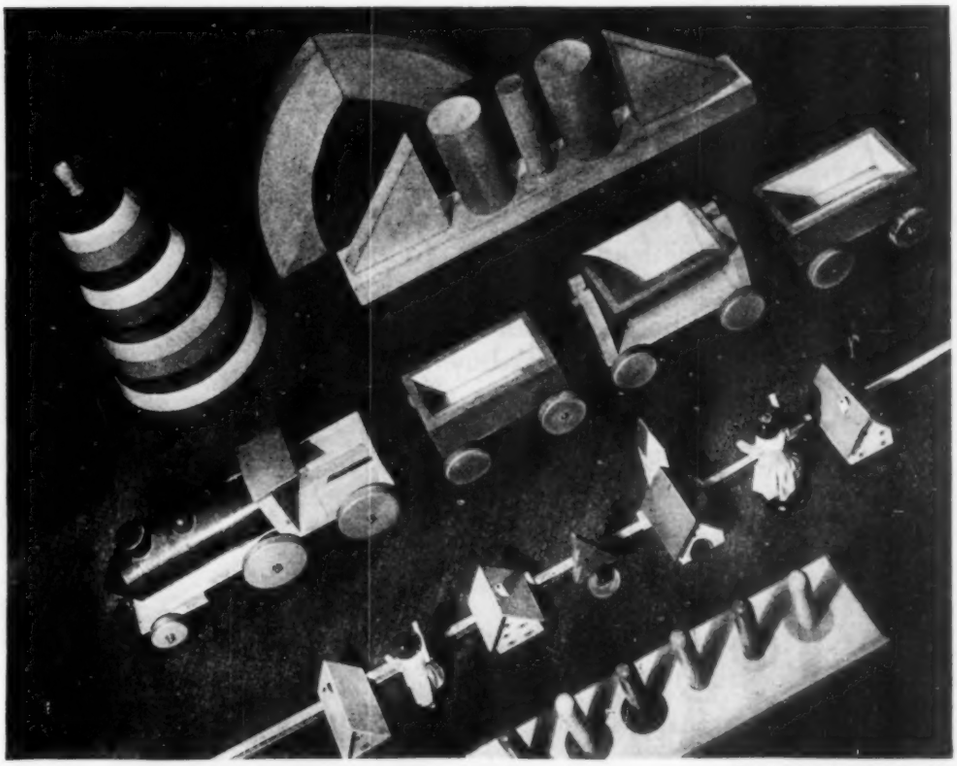
(1) In what game is Babe Ruth most famous?
(2) Which is correct: "You was here" or "You were here"?
(3) Which is heavier—a pound or a ton of potatoes?
(4) What is ivory?
(5) John and Bill are twins, and Mike, their brother, is the oldest in the family. Mike's friend, Harry, is a year older than Mike. Which boys are the same age?
(6) What is the capital of your state?
(7) How many days did February have in 1924?
(8) How often do we have a full moon?
(9) Suppose you are introducing Mary Jones and Tom Smith to each other. Should you say "Mary, I would like to have you meet Tom Smith"; or, "Tom, I would like to have you meet Mary Jones"?
(10) Which is safest—an ordinary rowboat, a flat-bottom rowboat or a canoe?

TEST IV
For children 14 to 18

(1) What is the most famous financial district of the U. S.?
(2) Who wrote "Vanity Fair"?
(3) Which of the following has antennæ: an amœba, a butterfly or a cat?
(4) What condition of the country this summer caused great concern to the Government and threatened disaster in many states?
(5) Who was the first to compile a geometry?
(6) How much postage would you need on a letter to Paris?
(7) What disease does the housefly spread?
(8) Which of the following do you associate with the League of Nations—Thomas Edison, Jane Addams, Ben Lindsay, Woodrow Wilson?
(9) What does the prefix "post" mean?
(10) If an airplane traveled at 250 miles an hour, is there any other kind of vehicle in which you could go as fast?

For correct answers see page 55

A PRACTICAL GUIDE TO TOYS THAT MEET THE YOUNG CHILD'S PLAY NEEDS • • NEXT MONTH THERE WILL BE AN ARTICLE ON TOYS AND PLAY EQUIPMENT FOR OLDER CHILDREN



Photograph by Léon De Vos

TOYS THAT TEACH

By JANET M. KNOPF
Toy Consultant

"EDUCATIONAL TOYS" is a phrase that has been heard very often lately. What does that phrase mean? What are educational toys? Why need toys be educational? Should our children's toys be chosen from the point of view of their educational possibilities? People who have seen a group of toys that I would call educational have asked why they are so called. They are puzzled to learn that colored pegs which fit into a board with holes comes under that head. They remark, "You cannot learn to read or write or figure with this thing, why do you call it education?"

We must distinguish between the merely informational and the truly educational. Facts we must learn, of course. We must know how to do a sum, how to spell, and all the rest. However, the most important things in life cannot be learned by rote. I am speaking of self-reliance, coordination between body and mind, concentration, ability to work with one's fellows, and to adjust to situations when one meets them. Progressive educators tell us that when we are young we learn best through experience with material things, and by meeting real situations as they arise in our small world. A child's day, up to the age of six years at least, is made up largely of play, even though this play activity is a very serious business. A toy, this tool through which a child sees his world, can be judged educational, to the extent that he can learn through using it in manipulation or construction. Contrast a toy that I think cannot be called educational with another that can be so classified. On the one hand, we have a fragile mechanical toy, whose mechanism is easily upset when it is experimented with. On the other hand, we have a set of strong, large building blocks. In the first case, a child's attention will be held a comparatively short time, because his enjoyment of the toy will consist only in watching it. The toy instead of the child does the playing, and the child is a mere onlooker. If he should try to take a more active part in the play by taking the mechanism apart to see "what makes the wheels go round," in most cases the toy is broken and the play is over. A toy that will no longer work is a sad thing in a child's experience. Contrast this case with that of a child who is given a set of large building blocks. The blocks are inanimate until the child's ingenuity and creative ability give them meaning and life. A child of two will find that two blocks are an adequate boat made simply by placing a small block on top of a large one. He pushes it about on the floor that has become a stormy sea for the moment.

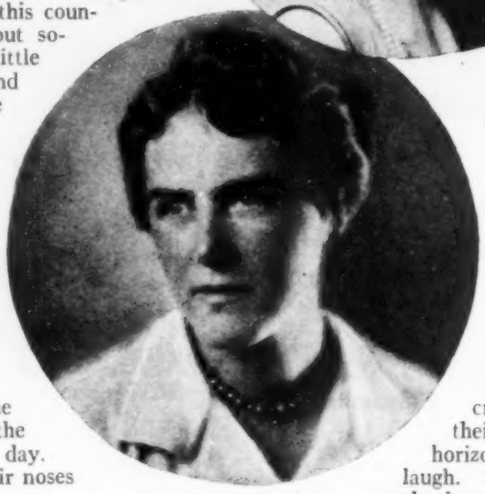
Blocks have a thousand meanings. To the child of four or five they are trains and bridges one minute, an Eskimo village the next minute. Their possibilities are limited only by the child's own mind and background. Here then is a toy with the greatest of educational possibilities, because it develops those habits of mind we most want for our children, namely: creative ability, ingenuity, concentration, and that ability to translate the world of machinery and engines into the terms of one's own life. Any toy that offers these mental traits an opportunity for development may be called educational. This makes toys and playing sound like no fun at all, but of course that is not the case. A toy is more fun and more interesting when it stimulates the mind to the fullest than when it is boring because there is really nothing one can do with it. That does not mean that every toy must be a "mind trainer." Learning to jump a rope well or throw a ball properly, besides being good exercise, is splendid for developing coordination. In the enthusiasm to choose educational toys for a child one often makes the mistake of taxing the child beyond his ability. Then the fun stops. A toy that is too difficult for a child gives him no joy, and joy is what we want first of all for our children. Besides, a toy that is too difficult may be (*Turn to page* 71)

Books Children Like and Why . . .

You will meet on these pages those who select the children's books to be put out by great publishing houses. Let them guide your book-buying

By Maude Dutton Lynch

ERNESTINE EVANS
formerly of Coward McCann, now with Lippincott



VIRGINIA KIRKUS
of Harper and Brothers

LOUISE SEAMAN
of the Macmillan Publishing Company

WHAT BOOKS do children like to read? This is a very modern question. For when the first juveniles were being written no thought was given to what children wanted to read, but only to what adults thought they should read. The result was that Maria Edgeworth in England and Jacob Abbott in this country, pioneers in children's books, put out so-called juveniles that were in reality little more than decoys to attract children and then impress upon them once more the stern virtue of their being, even at a most youthful age, perfect little patterns of adults in their manners, their interests and their judgments. That the children of this puritanic period did nevertheless enjoy the "Purple Jar" and "Franconia Days" in spite of their didactic purpose only shows how starved for reading the children were. These books forced open, if only by a tiny crack, the door of escape from the humdrum work-a-day world, fashioned entirely to meet the needs and desires of adults which was the only known world to children of that day. No wonder that the children pressed their noses against this crack.

It was a great step forward when the question as to what adults thought children *ought* to read gradually shifted to what adults thought children *wanted* to read. No sooner was the matter put in this way than a great many writers scattered about in different parts of the world sought to guess the answer. And many guessed right. In Scandinavia a child-spirited genius guessed that children would like fairy tales; over in Switzerland an obscure little woman guessed that children would like the simple story of a little Swiss girl living high up among the Alps with her grandfather, a goatherd; rowing down the Cherwell one summer afternoon, an Oxford professor of mathematics guessed that the adventures of a small girl who fell down a rabbit hole would entertain two little girls; somewhere on his restless search for health, lying among his pillows, a Scotchman guessed that, invalid as he was, he could spin a yarn about pirates that would make young blood curdle; and here in America a young woman, sadly in need of money for her family, wrote a simple story about herself and her sisters, guessing that it would find a few readers among girls. These are a few of the people who first guessed right to the question: what do children want to read? I am not giving these books in the chronological order in which they were written or bracketing between dates a set period of children's literature. I am saying that when children's books were once set free from the pedantic and the tale that snapped to with a moral, a whole group of individuals throughout the western world began writing stories of various kinds that will probably never be surpassed or even equaled in children's literature. For it was the unanimous opinion of these writers that children would like stories, and this opinion was unquestionably right, particularly at the period when they were written, a period when the children's world was still very drab and circumspect compared with the world our children know today. Those children of years ago needed romance; they needed the joy of pure play; they needed some craft to lift them out of the littleness of their lives and bear them out beyond the horizons; and they needed most of all to laugh. So these books brought these children who knew no movies, no automobiles, no radios, greater joy than any other one thing. And they had also a universal appeal, not limited to any particular period, as is proved by the fact that many of the stories which were written at this period when children's literature was forming are the stories that children today read and re-read.

There was a second group of writers who ventured to answer the question: what do children want to read? Charles Lamb, Charles Kingslev and Nathaniel Hawthorne were the first to realize that the tales of old Greece would appeal to children if retold in simple but beautiful language; and not only was their guess right but so well did each of them do their task that since their day in spite of the many times these tales have been retold for children, no one, except Padraic Colum, has anywhere approached Lamb's "Adventures of Ulysses," Kingsley's "Greek Heroes" and Hawthorne's "Wonder Tales." These books appear perennially in new editions, with new illustrations.

There was a third group who made still another guess, which cannot have been wrong, for their books are on all children's bookshelves today. Children want books of verses and poetry, they said. So the publishers got out large and beautifully illustrated editions of Mother Goose, Eugene Field wrote his "Poems of Childhood," and Robert Louis Stevenson his "Child's Garden of Verses."

Then, about a decade ago, some one made what seems now a rather obvious remark: we have given the children the books we thought they ought to read, and the books we thought they wanted to read, why not ask the children themselves what they would like to read? This was a

At right:
BERTHA GUNTERMAN
of Longmans Green and Company

HELEN DEAN FISH
of Frederick A. Stokes Company

rather startling suggestion, but a few of the publishers began, rather shyly at first, but soon quite openly to waylay parents, teachers, librarians, psychologists, in fact everyone who came into intimate relationships with children, and even the children directly themselves, asking: what kind of books do children themselves choose to read? If you want to know how it was answered, go through the recent catalogues of children's books, or go into the children's departments of our large bookstores, or better still, ask a dozen wide-awake boys and girls what books they have been reading recently. Unless you have been very close to children during the last few years, I think you will find much to amaze you. You will find, of course, that the old favorites referred to above are just as popular as ever among publishers, booksellers, librarians, parents and the boys and girls themselves. You will find that good stories are just as popular, so that a new Dr. Doolittle book has become a very real part of every Christmas to many boys and girls. You will find that when a true poet like Colum rewrites the "Adventures of Odysseus" and "The Tale of Troy" many children will leave all other books for it. You will find that children leap over all barriers set up between poetry for children and poetry for adults when such men as Vachel Lindsay and John Masefield are writing. But what will astonish you, I am sure, is that now since children have been given a voice as to what books they want, in addition to the types that they have always loved they are turning to non-fiction books. We all know that among books for adults today many non-fiction titles are taking their places alongside of the novels as best sellers. This is equally true among children's books. And what is also interesting is that many of the reading trends of adults are exactly paralleled in children's reading today. So that one way of answering the question: What books do children like to read, is to say that their taste is as varied and as catholic as is that of their parents. It remained for the publishers to capitalize this idea and put out upon the market books to which the child could turn himself to find the answer to his many "hows," or to read along the line of his particular interests at any particular time. For to put it in a word, the publishers were finding that children want informational books. They want to know the story of mankind and the story of the earth; they want to know all about ships, and railroads, and aviation; they want to know how books are made and the story of milk. They want books about electricity, about the stars, about moths, about how cities build their water supplies. They want encyclopedias of their own to turn to in time of need and to roam about in, urged on by the itch for more knowledge.

Even as early as the first grade I have known a wise teacher to put the question to vote as to whether the children like readers that tell stories, or readers that tell about everyday things. And the majority vote was for the latter. She found out that many children were not primarily interested in the fairy or folk tales that make up some ninety per cent of the material offered in the regulation first readers, but that these children had very definite interests along other lines. They liked books, they said, about animals on a farm, about firemen or policemen, or about American history, or about Eskimos. That teacher has a very definite tool to use now in her task of teaching reading, for give a child a book he really wants to read and soon he will be found reading. Last winter two publishing houses made a very definite attempt to meet the young child's desire for informational books. One of them published a very attractive series for the five- and six-year-olds on "The Engineer," "The Postman," and the other published for the seven- and eight-year-olds "The Story of Bread," "The Story of the Telephone" and other similar books. There are already many boys and girls learning to read through books such as these who would have struggled endlessly to memorize the oft-repeated words of "The Gingerbread Boy."

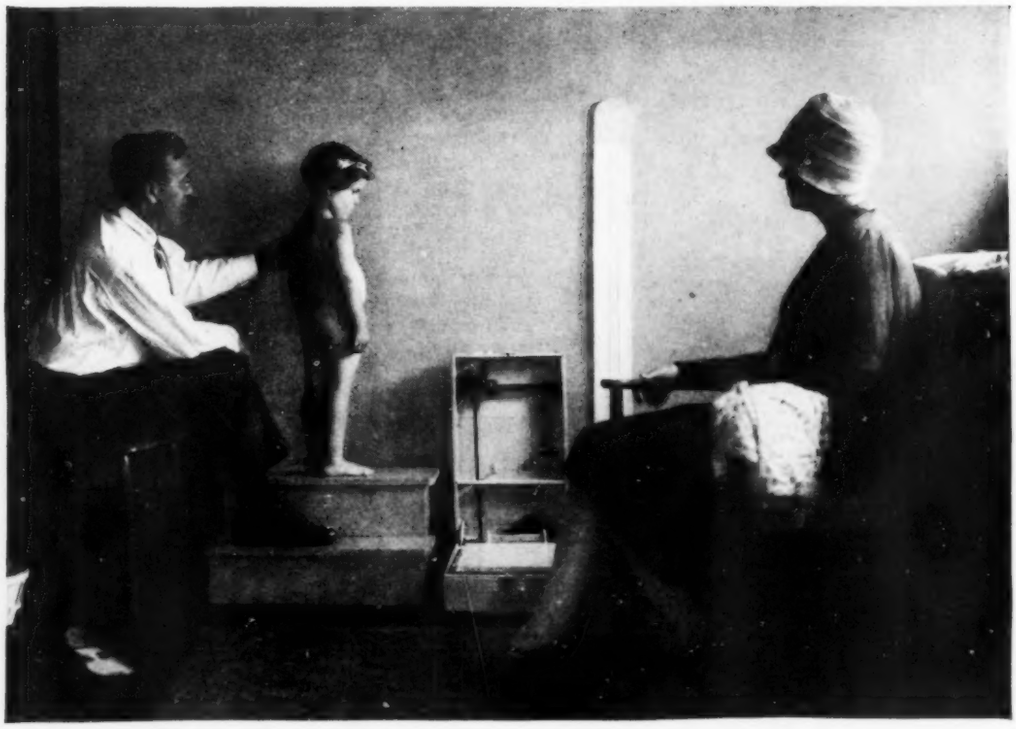
LUCILE GULLIVER
of Little, Brown and Company

MARION FIERY
previously of E. P. Dutton Company, now of Alfred A. Knopf

Some thirty years ago another teacher of unusual vision wrote a series of readers called "The Tree Dwellers" and "The Early Cave Men." These readers were in decided contrast to the conventional first, second and third readers of that time. They were written in more difficult language; their subject matter seemed remote from the child's world, and yet those books have had a steady sale and still have after thirty years. Miss Dopp, the author, had discovered a subject that children wanted to know about badly enough to struggle with a hard vocabulary. And it is interesting to note that several of the more recent most successful books for children are books on this same subject—I refer to such books as Van Loon's "Story of Mankind" and Prof. Kummer's (*Turn to page* 83)

Who Publishes It?

When you are choosing a book look to see who publishes it. The name of the publisher should mean something quite definite to those who select books for children. A number of publishing houses have a special editor of children's books whose business it is, in addition to supervising bookmaking, to find out the things in which present-day children are interested. There is real personality behind the books that are published by reliable houses, and the names of certain publishers have come to stand for definite things. We expect attractive colorful books from Miss Massee of Doubleday Doran. Miss Seaman of the Macmillan Company has made a special contribution in her books which present interesting phases of modern life in a dramatic and artistic manner. One of the interests of Miss Kirkus of Harper and Brothers is publishing classics in a form that will make them attractive to the boys and girls of today. Other beautiful editions of classics come from publishing houses such as Little Brown and Company, Houghton Mifflin, Scribners, and Lippincott's. And so it goes with publishers too numerous to mention.—Alice Dalgliesh, Editor, Books for Boys and Girls, "The Parents' Magazine."



Parents should have the child who is beginning to attend school for the first time given a careful health examination

Health Needs of the SCHOOL CHILD

Your child cannot make the grade if he is handicapped by physical defects or bad habits. Check up on his health

By W. W. BAUER, M.D.

MOST COMMUNITIES now provide physical examinations of children in the schools. This is a recognition of the fact that school systems have an obligation to protect the health of children, that they have a magnificent opportunity to lay the foundations for a healthier and more useful life than might otherwise have been the lot of the boys and girls who are in their charge.

It is well enough for the school to offer leadership, but there is much that the home can and must do to further the physical well-being of the school child. In the first place, parents should have every child given a careful physical examination either before he enters school or during his first year and should be conscientious in treating any defects which this examination discloses. The school may examine a child once a year or only two or three times during his school career. Parents can have examinations made oftener; certainly there is no excuse for any parent who receives a notice from the school doctor that something appears to be wrong with a child, and who ignores or ridicules that notice. Any good that can possibly come out of periodic examination of school children must come out of the attention which parents give to the reports sent home, and the action they take. It is the regrettable experience of those engaged in school health work that an average of two years elapses between the report of physical conditions requiring correction, and the achievement of such corrective work. What a loss of opportunity, what struggles against handicaps, what misunderstandings, what unhappiness, those two years represent to the child in need of such a simple thing as a pair of glasses or the removal of obstructing adenoids. And that is the average—what of those which are never corrected?

The report from your school physician is entitled to a review by your family doctor. Examinations in the school are necessarily less complete than those that can be made in the office of the private practitioner. Do not condemn the school doctor if he does not advise definitely that tonsils should come out. His job is merely to point out to you that those tonsils look suspicious, and unless you have at least referred the matter with reasonable promptness to your own medical advisor you have been remiss in your duty to your child, and you have nullified the potential value of a real health service which your community has offered you, and which, by the way, appears on your tax bill whether you use and appreciate it or not.

There are many factors other than the purely physical ones, which affect the life of the school child and contribute equally to his efficiency and his happiness. There are good health habits, for one thing. These may be taught in the schools, but they can only be developed and inculcated at home. There are few things more important than regular bowel habits, which we place first on the list of health essentials. Well established, this habit saves the school child a tremendous amount of trouble, and contributes greatly to good health. It is the simplest thing there is to acquire. All that is necessary is a few minutes—a few definite minutes, always at the same relative hour—set aside for this one purpose.

Next consider rest and sleep, two all-important needs of the school child. A child astounds his elders with the

amount of activity he displays; they sigh and envy the vitality of youth. But closer observation soon reveals that his bubbling fountain of energy is about as long-lived as the fizz on a carbonated drink. He plays hard, but he rests often, because he tires easily. Concentration is not his forte. And school, even with modern educational methods graded upon a basis of better understanding of the physical needs of the child, demands concentration. The child must have rest at home. In waking hours, that means as much freedom as possible to do as he pleases, a minimum of home work, and little or no burden of extra education in accomplishments. Granting that youth is the most favorable time to develop artistic talents, it must nevertheless be borne in mind that there are children to whom this extra responsibility means the difference between radiant health and that borderline state which is not illness nor yet health. Too often the child prodigy is tragic rather than triumphant.

Rest is not physical alone; it may be predominantly mental rest that the child needs. It is not only the hours of practice devoted to the acquisition of special accomplishments that do the harm, though they do rob the child of necessary outdoor play. It is the burden of responsibility that crushes the childish spirit. There are many children who require rest before meals or after; in some instances, the afternoon nap or rest hour needs to be continued on days when there is no school.

Sleep is, of course, the most perfect expression of rest, assuming that it is quiet sleep, the kind which is normal to childhood. A school child should go to bed early, and sleep alone. Good sleep requires a cool bedroom, with shades or screens to avoid disturbance from lights in adjoining rooms or houses and from the early morning sun. Open windows are of course absolutely necessary, allowing a free circulation of air, but protecting against direct currents, not so much because they are harmful as because they disturb the rest. Covers should be carefully adjusted to the prevailing temperature, avoiding both extremes. Night lights should not be allowed to burn except in cases of illness.

The question of evening occupation is important. Evening is the introduction to night. Already reference has been made to limitation of home work. There can be no restful and quiet sleep following an evening of futile striving with tired brain to conquer stubborn arithmetic or recalcitrant spelling; quiet rest does not follow an exciting evening with lurid tales of "thud and blunder"; childish nerves are not quieted for slumber by strenuous games just before bedtime. Far better a simple story, a calm retrospect of the day's events, picture books, puzzles—restful and soothing preparation for a good night's rest.

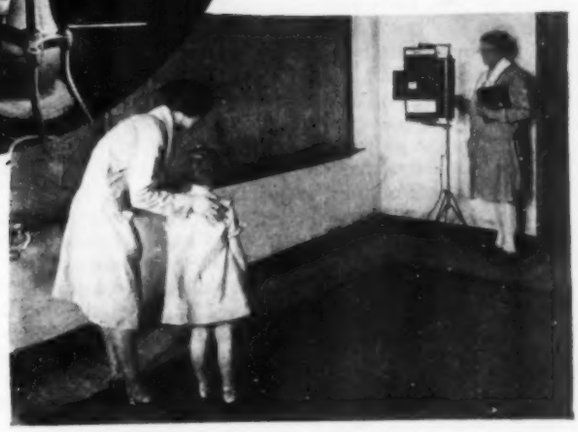
Another contribution which the home owes the child is opportunity for wholesome recreation. This means outdoor play whenever weather conditions permit. The necessity for play is an additional reason for the exercise of great caution before placing upon the child any extra responsibilities in the way of lessons for the development of special talents. Play is necessary for exercise, but it can be made much more than that. It is through play that children learn the spirit of fair give-and-take which makes them acceptable citizens when they grow up. In addition, of course, it furnishes the outlet for physical energy and the means to robust health through development of the body.

Hand in hand with outdoor play goes fresh air and sunshine. The importance of sunlight has been recognized only in comparatively recent times, but there is ample proof in experience and scientific data to sustain the demand on the part of child health programs for sunlight and plenty of it. In favorable climates and seasons the need is supplied more or less automatically in the course of an outdoor life, but there are circumstances where special attention must be given to see that sunlight is provided. Where the winters are long and dark, or in cities where the smoke of industry reduces the amount of sunlight, longer hours outdoors are needed, and artificial provision for sun-rays. Scientists have come to our aid with lamps producing ultra-violet rays as well as with window glass which unlike the usual window glass allows the ultra-violet rays to penetrate. Excellent results are obtained by the use of such means of obtaining sunlight treatments. In this connection it will be wise to remember, however, that sunlight, like every potent agent, may do harm as well as good. Artificial application should be given only under competent supervision.

There ought to be some definite plan for amusement when outdoor play is not convenient. Much of this plan consists of avoiding undesirable recreations. There arises first the question of attendance upon professional entertainments, of which the motion picture naturally comes first to mind. Without desiring to enter here into the merits or demerits of that much-discussed form of amusement, the fact must be pointed out that there are but few screen pictures designed for (*Turn to page* 56)

A normal increase in weight is an indication that the child is growing properly. Arrested gain and sudden loss are danger signals

Many communities provide periodic physical examinations for their school children in an effort to lay the foundations for healthier living



Defective vision is a serious handicap to the young learner. It should be discovered early and corrected by proper glasses

A SURVEY OF WHAT IS BEING DONE TO ASSURE EVERY CHILD THE BEST POSSIBLE START IN LIFE WITH SUGGESTIONS AS TO HOW A MOTHER SHOULD COOPERATE

International Newsreel

SCIENCE SAVES THE BABY . . .

By I. NEWTON KUGELMASS, M.D.
Director, the Heckscher Institute for Child Health

ALTHOUGH THE BIRTH RATE of most of the countries of the western world has been declining for years, population shows a steady gain because science has stepped in to save the babies. This salvaging of infant life is due to prevention of disease and disability and in this work the pediatrician is all-important. A pediatrician's job, like the Chinese doctor's, is to keep his patients well. In the last two decades a twelve-year gain in the prolongation of life has been realized largely through pediatric advances which are enabling more and more children to be well born, to thrive in infancy, to develop without halt, to acquire good habits of life, to avoid psychological conflicts and to grow into sound maturity.

To insure the perfection of the baby at birth, treatment of the prospective infant is begun in utero. In families in which there are tendencies toward the development of certain diseases the embryo may be spared imbibing disease from the mother's blood. As yet we have no direct method of predicting the normalcy of the fetus unless it is monstrous or developing disease acquired by the mother. Antenatal medicine is embryonic. But whenever there are indications either from examination of the pregnant mother or from that of the first infant, certain inferences may be deduced as to the probability of transmission of disease and then prevented accordingly.

If the newborn is subject to disease or abnormality of any kind, the pregnant mother is treated in order to improve the baby. For instance, if the expected child is subject to rickets, the mother is fed foods abundant in vitamin D and exposed to ultraviolet radiation. If hemorrhagic disease runs in the family the pregnant mother is put on a dietary regime excessively high in certain proteins and fats. If the newborn be a candidate for eczema or asthma the pregnant mother is not allowed to eat offending foods and is simultaneously immunized from inhalent sources of offense. If the newborn be subject to tuberculosis it may be inoculated with B. C. G. vaccine (Bovine Calmette Guerin) and can subsequently be amidst its tuberculous parents and not contract the disease. And so are both the obstetrician and pediatrician on guard ready to defend helpless progeny from future disaster.

Nature prepares the newborn for a six months' period of prevention from disease; that is, if the mother is well throughout pregnancy and is able to contribute to the life of the fetus uninterruptedly. Then is it born with immune bodies preventing the development of infectious diseases—measles, scarlet fever, diphtheria, if the mother is immune. The newborn also contains reserves of all the vitamins thus protecting it from nutritional deficiency diseases. The reserve of iron and the anemia-preventive factor stores in the liver prevent the development of anemia even under adverse circumstances.

Deficiency diseases rarely develop before the sixth month of life. Rickets due to vitamin (*Turn to page* 52)

MEAT COOKERY

By ANNE PIERCE

Associate Editor of THE PARENTS' MAGAZINE
and Food Editor of NEEDLECRAFT

What meats to choose for children and how to prepare them in forms that are nutritious, attractive, and economical

ONE OF THE MOST IMPORTANT feeding problems that mothers face is the selection of the meat for a table at which children sit, as well as the cooking of it in the most healthful way.

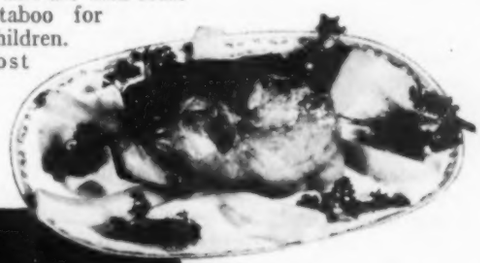
What meats for children? First of all, liver. It has no competition, as a meat for children and adolescents. Incidentally, not only do children and adolescents profit by these organic meats, liver and kidneys especially, but women during menstruation, pregnancy, and lactation, suffer tremendous drafts on the iron supply of the body, and so liver or egg yolk, in connection with fruits and green vegetables, with milk (still needed as much as ever for the calcium supply), should be abundantly used at these times. Brains, kidneys, heart, and bone marrow share in the blood-making proclivities of liver, but to a less extent.

If liver (raw, it is true) will cure pernicious anemia, why wait till you get to the hospital to make use of the fact? Once liver was practically given away with the roast or steak, and sad to remember are the days when we fed the liver to the cat and the expensive beef tea (a stimulant with practically no nourishment) to the baby or convalescent! Calves' or chicken liver is a luxury, but beef and lambs' liver may be used at less expense and cooked longer.

Other meats for the younger children are preferably lamb, lean beef, and chicken, but well-cooked bacon is not objectionable occasionally. While veal is considered indigestible by many, quite the contrary view is held abroad and if the calf is of sufficient age before slaughter (immature meat is always less desirable) and if the veal is well cooked it should not create any difficulty for older children when used occasionally on the family table for variety. Too often veal means veal cutlet, heavily breaded and fried. A roast of veal, however, or veal stew with vegetables, may serve as well as lamb, and cold roast pork without fat, if thoroughly cooked, is far superior to salty ham or fried sausage in desirability.

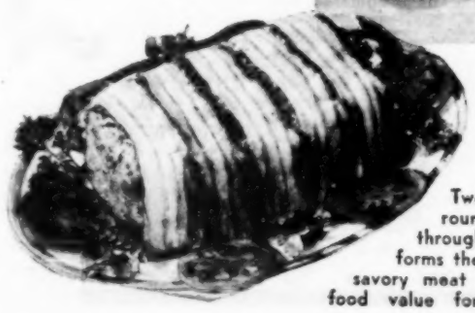
Dr. Stanley, chief of the Bureau of Home Economics, of the Department of Agriculture, wrote in this way when asked about pork, veal, and ham on the family table:

"We really have done no work directly on the digestibility of pork, veal and ham. With pork, the high fat was supposed to interfere with digestibility, and with veal, the connective tissue. I would say that we are much more lenient in regard to these now than we have been, not so much because of new methods of cooking as because of a more intelligent point of view. Of course, all meats used to be, and still are with some people, taboo for young children. With most however, some meat is allowed. Some children do need to avoid high fat and most of them should not have overcooked meat or meat which will not be finely divided. For young children, ground or grated meat is best. Ham, if given, should not be too salty. It has mostly gotten down, now, to a question of good common sense."



Treat your family to a baked boned shoulder of lamb—crisply brown and delicious, and economical as well

Liver, the most valuable form of meat for young and old, may be prepared in a number of appetizing ways. Three are suggested above



Two pounds of round steak, put through the grinder, forms the basis of this savory meat loaf of high food value for the family

Pork should always be cooked very thoroughly.

These general rules apply to the preparation of meats for the family table, considering the presence of older children, seven and over.

Do not overcook meat, meaning beef and liver; ham, pork, veal or lamb is to be well-done.

Never fry meat—Fat is difficult of digestion in itself, but the main point is that frying coats the foods with a difficultly digested substance and changes its texture, so that the whole substance, especially if permeated by the fat, is made indigestible.

Boiling, stewing roasting, broiling, (*Turn to page* 44)

SO EARLY MONDAY MORNING

How best to deal with that white elephant—the family washing

By MARY ORMSBEE WHITTON
Author of "The New Servant—Electricity in the Home"

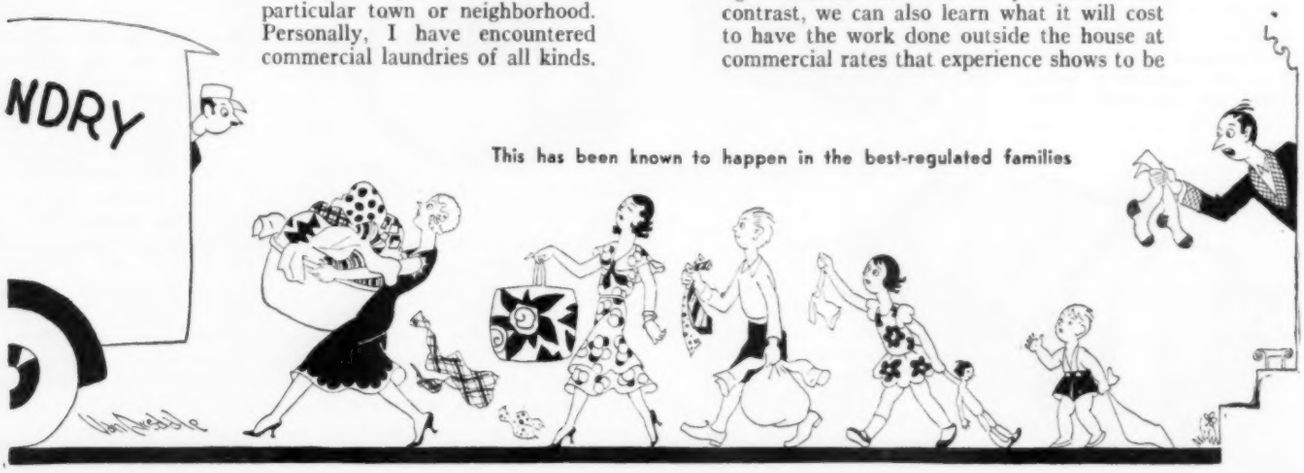
Ten cents worth of electricity buys effective wash-day release for the young woman who does her own family laundry

AN EVER-RECURRING QUESTION in housekeeping procedure is that of the laundry. What is the best way to handle this? Will the commercial or the home laundry give the best results, all the way round?

If it were possible to give a downright reply, without exception or reservation, that good old question would cease to be ever-recurring. By this time experience would have settled it definitely one way or another. Indeed, the mere fact that there is no accepted, standardized answer clearly proves that there is much to be said on both sides, that each form of handling has its advantages and its disadvantages. The best household manager, then, is the one who, knowing definitely the arguments for and against, is ready to decide which method applies best to her circumstances or who is equally prepared to compromise between the centralized and the home laundry.

The object of this article is to present as fairly as possible the weak and strong sides of each method and to suggest the conditions in which one or the other is generally found to be most acceptable. Nothing is to be gained by ignoring the good or bad points on either side of the issue. Thus the view that the commercial laundry is merely an institution for the dismemberment of clothes is as much out of court as is the contention that it embodies a panacea for all housekeeping woes. Unfortunately, for the housekeeper, there is no one such entity as "the commercial laundry" which will be found at all times and at all places with similar standards, practices and prices. What the housekeeper has to deal with is the individual laundry as it presents itself in her particular town or neighborhood. Personally, I have encountered commercial laundries of all kinds. Some burned holes in bed-linen by careless use of washing compounds, and some did not. Some extracted buttons ruthlessly, and so, for that matter, have some laundresses that I have employed in my own home. Some laundries return "flat-work" excellently done, while others send back towels and napkins all ironed "whapperjawed," as they say in Vermont. Some laundries have been very moderate in their charges, while bills from others have been rather formidable. In some circumstances I've changed from a commercial laundry to a hired laundress to save expenses, and in other conditions I have exactly reversed the process for the same reason.

At the outset it does seem as if a really definite answer to a simple home-economics problem could be arrived at if one would only go about it in a businesslike way. For instance, one can calculate the cost of a laundress per diem plus the cost of the use of laundry equipment, sundry supplies, laundress' carfare and luncheon. That is a figure that can be made fairly accurate. In contrast, we can also learn what it will cost to have the work done outside the house at commercial rates that experience shows to be



This has been known to happen in the best-regulated families

fairly representative. By a comparison of these figures the home-manager ought to know whether it is more profitable to her to have work done at home or to send it out.

So much, then, for argument by the book. Attempt, however, to apply this method to individual cases and the investigator will promptly learn that the plebeian problem of the family wash is not merely one of domestic science but is also tied up with sociology, economics, psychology and real estate. This sounds like a large order, but reference to one or two concrete problem-cases will make clear how the home-economics theory has to be related to facts outside the laboratory.

Thus, Mrs. T. spends the four summer months on a farm. The local laundry there is very poor but in the next town, fourteen miles away, is an excellent one. Shall Mrs. T. continue to countenance the wrecking of her household linen, or herself drive fourteen miles twice a week, to the better laundry in the next town, or shall she put in a washing-machine and try to do it herself? Examination showed that the T.'s own water supply was apt to go very low during the summer, which completely ruled out any home-laundry efforts. Furthermore, Mrs. T. was a busy woman with young children; so the advice given was to stick by the poor laundry which sent a wagon to her door, to keep the children in play-clothes whenever possible, and to use paper towels and napkins when those would suffice, thus saving the household supplies from too constant rough treatment. Such a solution would hardly be satisfying to a scientist, but practically, it has worked fairly well.

ENTIRELY DIFFERENT was the problem of Mrs. B. Should she retain her present laundress who was slow but conscientious, or change to one employed by a neighbor, who worked much more rapidly, but was suspected of helping herself with a private stock of over-strong washing-compound? In this case, Mrs. B. was advised to retain her conscientious laundress but to speed her work by putting in a washing-machine. So it goes; there can be theories and general principles, but these must be kept very flexible to meet the varying conditions of a problem so inevitably tied up with the human element.

With the warning against the too purely laboratory estimate of things, let the "talking points" of both centralized and home-laundry methods be weighed, rating both on three scores: first, convenience, then economy, and third, results.

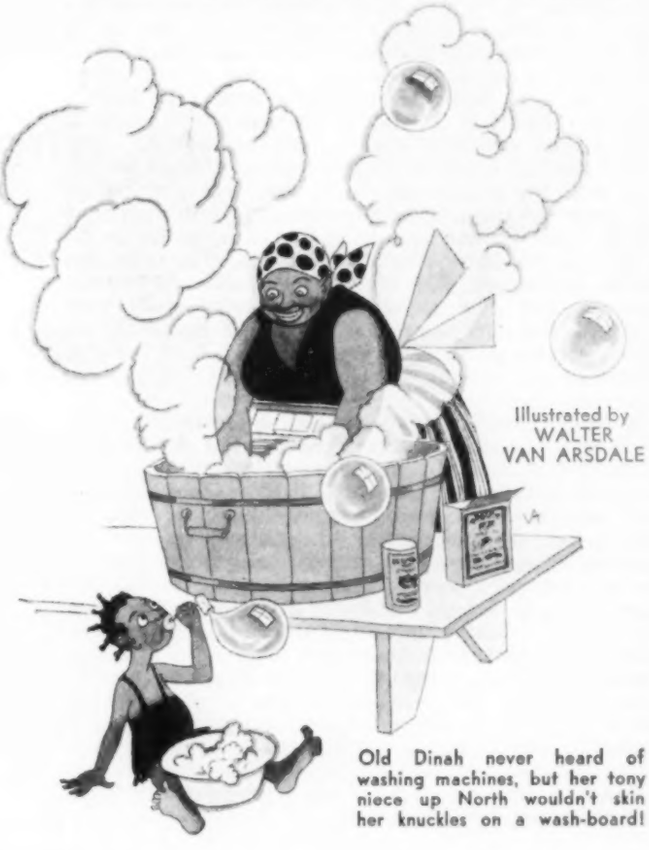
Where convenience is considered, it can hardly be disputed that the commercial laundry ranks high. To sort, to list, and to dispatch soiled clothes with no further concern until they return completely laundered and ready to be put away, certainly sounds like a housekeeper's dream of rest. Theoretically, at least, the only demand upon the housekeeper's time is in making the list; for even were the clothes done at home, sorting would also be required. Actually there are other demands: someone must be there to dispatch the bundle, also to pay for the returned package.

When the system is good the driver can be counted on to appear on a certain day or at a certain hour. On the other hand, when the management is poor the driver will arrive at his own sweet will, and always without change for settling the bill. This is the sort of practical nuisance that goes to offset the enormous labor-saving possibilities of centralized service. Again, it is only fair to say that with commercial laundries of the better grade fewer of these petty annoyances are encountered and the use of a charge account is urged towards their elimination. This remedy, unfortunately, has its own dangers where the unsystematic housekeeper is concerned.

In contrast with this, the home manager has either to do the actual manual work, or if a hired laundress is employed, she must, to a certain extent, supervise her. She must struggle with the problems of wind and weather, and must arise to the occasion on those days when the laundress fails to appear. She must make sure that the proper supplies of soap, bluing, starch, clotheslines and pins are provided and retained. In fact, on the score of convenience alone, the award must be given to commercialized laundry service.

Passing then to economy. For this, it is only fair to compare the cost of commercial laundry service with that of having the laundry done at home by a hired laundress. Next, many laundries offer different grades of service at varying prices, the cheapest, of course, being for "wet-wash," where no ironing is involved. Just above this comes "flat-work," a class which includes the bulk of household goods and represents the type of work which can be handled with marvelous speed on the commercial laundry's ironing machines and for which usually an attractive rate is offered. However, articles of personal wear are then charged at a "finished" rate generally much higher, because it depends on handwork by a skilled or at least semi-skilled operator. Bridging the gap between these, many laundries also provide a "family rate," which permits a certain quantity of personal wear to be included with the household linen, at a price somewhere between the high for finished work and the low for "flat."

With this variety of service and charges it is, of course, impossible to produce ironclad figures for laundry costs, since they will be bound to differ with the types of work and grades of workmanship offered by each individual laundry concern. But certainly where the home-manager is considering the commercial laundry service it is worth her while to devote some study to the various rates before selecting her type of service. The theory is that the driver will supply all necessary rate information; in practice this is not always so. Then there are the cute little surprises that hit the housekeeper about once in so often. One patron discovers that her usual charge of $1.50 for family flat-work has gone up to $2 for no apparent reason. Inquiry proves that the small sash-curtains from her bathroom are never included in flat-work. Although no larger than a face towel, they are extra, and will be charged at 50 cents. She is up against a system and she can take it or leave it.



Illustrated by WALTER VAN ARSDALE

Old Dinah never heard of washing machines, but her tony niece up North wouldn't skin her knuckles on a wash-board!

It is these unexpected items which make it difficult to compare costs on home and commercialized laundry service. When an investigator tries to collect data among housekeepers she is continually met by this: "Oh, yes, I send everything out, and it costs me so much. Oh, strictly everything, did you say? Well, of course, I never send out the stockings, nor my own silk (*Turn to page* 75)

PARENTAL PROBLEMS

And Ways to Meet Them

BELOW, printed in *italics*, are problems which every parent is apt to meet in bringing up children. The solutions described by readers are not presented as magic formulas that will always succeed. But we do feel that they contain suggestions of value which may be used or adapted to fit the individual case.

—THE EDITORS.

OUR *younger son became suddenly difficult to manage. He would refuse point blank to do the routine things such as dressing, coming to meals, and eating the food served him. Scenes became frequent.* He seemed to be wanting the center of the stage, though I could not understand why, for I had often thought he was given too much attention, being the youngest child and much babied. After careful thought and observation I came to the conclusion that he was jealous of the attention his older brother received, not because he himself received less, but because it was not the same kind. He wanted respectful attention and not babying. My husband and I decided to try treating him as though he were an older boy and not the family pet. His contribution to meal-time conversation was listened to with a show of respect and he was allowed to take part, as far as he could, in the after-dinner family games. His father invited him to join with his elders in walks and outdoor games. Our plan succeeded. The balky spells soon stopped and our youngest is responding beautifully to being treated as an older boy.—*Mrs. W. L. W., North Carolina.*

ALISON, *aged two and one half, began to refuse the food offered her, eating only a little and then pushing away her plate in disgust.* I analyzed the situation and realized that it wasn't that she disliked the food, but that she was asserting her power over her elders in this manner, partly as a result of the visit of some relatives who had taken a great interest in coaxing her to eat. I decided on stern measures. Nobody was allowed to feed her but myself, and I let her see that I was not going to make any sort of fuss when she refused to eat the things set before her. I simply gave her a serving, allowed her a certain number of minutes to eat it, and then took it away without comment. It was difficult at first, as she had very little to eat, but after a few days her natural appetite came to my aid and I was successful. Now she eats eagerly the food on each dish as it is set before her and often begs for more. I allow her nothing between meals but water and fruit juice.—*Mrs. C. J. B., California.*

OUR *nine-year-old daughter, who is very generous and hospitable, had a habit of taking food from the house for her friends regardless of how little she left in the pantry for the rest of the family.* Not wishing to make her stingy and still desiring to avoid such inroads on the pantry supplies, I decided to tell her when she wanted to treat her friends she must take out her share, only, of whatever we had and divide it into enough parts to go around. She soon caught the idea that it wasn't fair for her to take what rightfully belonged to the rest of us to give to her own special friends. —*Mrs. A. F. C., Kentucky.*

WHEN *our oldest girl was learning her number combinations she found it hard and did not like arithmetic.* To help her learn to add I got a package of rook cards, which are numbered with large figures from one to fourteen, and played a game with her, rather like casino. Start with four cards in each hand and four on the table, dealing four more to each hand from the deck when the original four are gone. Each player in turn can take from the table any card with a number like one in his hand, or any two or more cards whose numbers add up to a number held, placing the pair face downward on the table. If a player has no number like one on the table he must lay down a card from his own hand. The person taking in the largest number of cards wins. My little girl liked this so much that she begged me to play with her frequently and it was not long before she could add as well as I.—*Mrs. R. M. W., California.*

FORGETTING *was a disturbing habit in our large family of children.* It seemed unfair to expect as much remembering as our home seemed to need; so we acquired a family bulletin board. All members of the family were instructed to consult it from time to time during the day. On it would appear items such as: "Mary—go to your music lesson today without fail." "Miss S. phoned to invite mother on a college club picnic," or "Mother—I have gone to Ned's. Be back at five. Dick." In this way innumerable family errors are avoided and the children's lives, which are filled with many outside activities such as music, dancing, school athletics, etc., are not further burdened with harassing but important remembering jobs.—*Mrs. B. B., Louisiana.*

MY *little boy, aged four, developed the habit of sucking his fingers just before his baby sister was born.* When reminded to take his fingers from his mouth he usually did so without hesitancy, but the habit persisted. Then the little sister reached the stage where she tried to put tiny fingers into a tiny mouth. I immediately enlisted "big brother's" help in endeavoring to prevent her from forming the habit, with agreeable results in the cases of both children. If the baby manages to get her fingers in her mouth, "big brother" is always punctual in gently withdrawing them and admonishing her very seriously that "it is good not to suck your fingers." In acting as monitor to sister he has completely lost the habit himself and is successfully diverting the baby's attention from her fingers. Incidentally he is receiving a little lesson in methods of dealing with children, for he has observed that the best way to divert sister's attention from her fingers is to capture her interest by showing her something or by singing or playing with her.—*Mrs. J. A. H., Illinois.* (*Turn to page* 97)

IF YOU HAVE A PROBLEM

IT is impossible for us to dictate individual letters replying to the thousands of questions we receive concerning problems that parents meet in bringing up their children. And we do not believe in answering such questions with form replies. We are convinced, however, that very practical help on almost every parental problem may be found in articles appearing in this magazine. If readers will send 25c (coin or stamps accepted) with their questions, stated as briefly as possible, we shall select from our cumulative index of back issues the article containing the best information on the question asked, and shall send a marked copy of the issue in which it appeared. If the issue has been exhausted or if we have had no article on the subject, the money will be refunded.

$1.00 FOR YOUR HANDLING OF A PROBLEM

READERS are invited to tell us of problems in child training which they have encountered and which they feel they have met successfully. Write briefly, stating the problem and your treatment of it. One dollar will be paid on publication for each contribution accepted. Manuscripts submitted to this department will not be returned. Address, Parental Problems, THE PARENTS' MAGAZINE, 255 Fourth Avenue, New York, N. Y.

Photograph courtesy R. H. Macy Co.

Furnishing the WHOLE-FAMILY HOUSE

Even the tiny baby should have an appropriately furnished room of his own

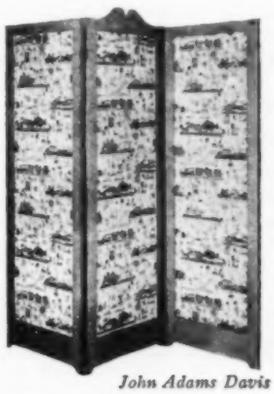
By PAULINE DUFF

Interior Decorator and Home Consultant

THE OLD-FASHIONED CUSTOM of going about the house on tiptoe and whispering, "Sh-h-sh-h, the baby's asleep!" is no longer in vogue. Now the family continues to live a normal life, even during the hours when its youngest member is slumbering, which is much more sensible; thus the child becomes accustomed to the ordinary sounds of the household, sleeps through them, and everyone is more comfortable.

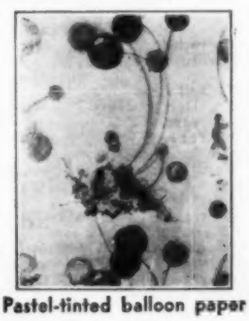
But just as the older children sleep more soundly in their individual rooms, so the infant rests more completely in a room apart from that of his parents. His bedtime is not, of course, normally theirs, and their comings and goings disturb him unnecessarily. If he occupies a room adjoining the parental bedroom, instead of having his crib in their bedroom, he is still conveniently near by for all practical purposes and yet the door may be closed and the lights kept out without undue inconvenience.

The wallpaper for the infant's room may be amusingly juvenile and the ground may be light and dainty in coloring, as the paper will need replacing in a year or two when the child can walk. One especially popular pattern has a delicate pink ground scattered with gold stars (it was used in the child's room pictured above); another has children sailing pastel-tinted balloons in a cream-colored sky. A delightful imported paper has a peach-colored ground; and little gnomes dressed in red, with blue peaked caps, sit upon large red mushrooms and play accordions. Another amusing imported paper has a cream ground with rose-colored turtles and blue snails wending their slow way across it. Shepherds guard their flocks under green trees and orchid clouds on the creamy ground of another unusual paper. For the more conservative mother, the small floral "chintz" patterned paper is a wise choice and looks especially well with maple, which is increasingly popular for use in infants' rooms.



John Adams Davis

Tony Sarg nursery screen



Pastel-tinted balloon paper

If the baby's room is carpeted from wall to wall a plain color is the best choice from a decorative standpoint, as there will probably be patterned wallpaper and pattern on the furniture as well, in many instances. Green, especially with maple, is popular, and a deep blue or brown is a good choice. Figured carpeting, as always, soils less easily, but this problem is not urgent while the child is in the crib. Many mothers prefer a floor covering of linoleum with scatter rugs which can be laundered.

The woodwork should be painted to match the ground color of the wallpaper, cream, peach, or one of the pastel (*Turn to page* 65)

JUNIOR FASHIONS

By ELAINE DE FOREST, Fashion Editor

3243

3312

3324

3268
Mon. 55A

3323

3312

3243 3268 3323

JUNIOR FASHIONS this winter are making use of a wide variety of new and novel fabrics developed especially for children's clothing. Cotton is an important factor for the junior miss as well as her younger brother and sister; for aside from its utilitarian value and the fact that it has always been favored by mothers, there is an unusual development in novelty weaves and quaint designs that afford an entirely new aspect to such old-time favorites as gingham, piqué, calico and linen—fabrics all suitable for school. Unusual weaving results in a durable quality and in heavier weights that are very soft in texture, and are recommended for active wear and tear. Waffle piqué, corded cottons, loosely woven tweeds and other novelty types are a decided innovation that may well be adapted to children's garments. And a word here in reference to these cotton tweeds; they are exceedingly smart in appearance and very inexpensive; for they tailor beautifully and launder equally well. Checks, allover frosted patterns and flecked designs come in the season's shades of green, brown, tan and (*Turn to page* 58)

3312—Doll's Set. Designed for 14 to 30 inches. 18 inches requires ⅝ yard 36-inch material, 2¾ yards binding, ⅞ yard wide ribbon, ½ yard narrow ribbon.

3243—Boys' Suit. Designed for 2 to 5 years. 4 years requires ¾ yard 36-inch dark, 1⅛ yard 36-inch light, 1⅞ yard frilling.

3268—Girls' and Juniors' Frock. Designed for 8 to 16 years. 12 years requires 2¼ yards 54-inch material, ½ yard 32-inch contrasting.

3323—Girls' Frock. Designed for 6 to 14 years. 12 years requires 4⅛ yards 39-inch fabric, 10⅛ yards binding, 3 yards ribbon to trim.

3324—Child's Frock. Designed for 2 to 8 years. 8 years requires 1 yard 54-inch dark, ½ yard light, 1⅛ yard embroidered banding.

3322—Girls' Frock. Designed for 8 to 15 years. 12 years requires 1⅞ yard 54-inch material, ⅜ yard 36-inch contrasting.

3019—Girls' and Juniors' Pajama Ensemble. Designed for 6 to 16 years. 12 years requires 4⅝ yards 39-inch dark, 1½ yard contrasting.

3322

3324

3322 3019

22366

3019

PARENTS' MAGAZINE PATTERNS, made by the Excella Corporation, are obtainable from The Parents' Magazine, 255 Fourth Ave., New York, N. Y., at prices on page 75. State size of pattern desired. Stamps or coins acceptable in payment.

Six Months Old Today!

Tomorrow he is going to keep an appointment with his doctor made the day the baby was born.

YOUNG mothers of this generation little realize the heartaches and anxieties their grandmothers suffered in rearing their children. Forty years ago diphtheria killed six times as many babies as it does today. People were helpless when diphtheria epidemics raged. Then there was neither anti-toxin to help fight the disease, nor toxin-antitoxin (or toxoid) to prevent it.

Nowadays, the disease has almost disappeared in communities where people have organized campaigns to educate and persuade every mother to have her baby inoculated against diphtheria at the age of six months. Nevertheless, throughout the length and breadth of the country, about 8,000 children died last year from this one cause. They had not been protected as they might have been.

Immunization is a very simple matter—painless and safe. But the inoculation of your baby should not be delayed.

More than half of all deaths from diphtheria occur among children between the ages of six months and five years. A striking contrast is presented by comparison of the deathrates from diphtheria in two groups of representative American cities. For the past three years the first group has carried on an intensive campaign to immunize all children against diphtheria and has *decreased* its deathrate 33%. During the same period the second group of cities has been less aggressive and has had an *increase* of 9%.

Protection can be given your baby whether or not you live in a city or a part of the country which has a dangerous diphtheria deathrate. Take him to your doctor and you will be spared one anxiety from which past generations were never free.

Metropolitan Life Insurance Company will gladly mail free, its booklet, "Diphtheria is Preventable". Address Booklet Department 1130-Y.

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, PRESIDENT ~ ~ ONE MADISON AVE., NEW YORK, N. Y.

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

FEEDING the FAMILY

Color and Texture in Meals

By NELL B. NICHOLS

Nutritionist and Food Research Specialist

COMPLETE RECORDS were kept recently for four hundred days at the Merrill Palmer School, Detroit, in order to ascertain certain facts concerning the food likes and dislikes of children. A detailed memorandum showed the amount of food served to the children, the number of boys and girls eating, the number who ate all the food served to them, the number who had second helpings, what dishes were chosen for second helpings, the number of dishes returned and what was returned. When the data thus collected was tabulated, it revealed that ninety-five per cent of the children's comments about food were in regard to color. Mothers, take notice! Colorless, uninteresting foods will never tempt children's appetites, while attractive, interesting color and combinations of color will stimulate lagging appetites. Mothers may well give more consideration to it in planning and serving foods to youngsters. Different hues in gelatin, vegetables and fruits should be to the kitchen artist what tubes of oil are to the painter before his easel. Visualize a meal before it is served and see that it is interesting from the point of view of color. Colorful garnishes for meat, vegetables and salads will help. Jelly, a wholesome, colorful sweet, has remarkable ability to make children's desserts colorful. A spoonful of quivering, sparkling red, green, amber or even purple jelly will lift the ordinary blanc mange or other colorless dessert above the commonplace. Shredded cocoanut, tinted in pastel shades, always pleases children.

Even young children are sensitive to texture in food. The Merrill Palmer School observations showed that while "floating island"—a custard dessert—was never refused, other creamy desserts, composed of practically the same ingredients, but of a different texture, were not universally accepted.

Another point emphasized by this study was that children want variety in meals. Most menu makers appreciate that different vegetables and fruits, for example, are to be used. What many mothers forget is that the methods of cooking must be varied, too. For instance, creamed carrots, through no fault of their own, are monotonous if served week after week. Scrambled eggs may become tiresome, but an unexpected egg soufflé or omelet is another story.

When serving the children's plates be careful not to give too generous helpings. It is better to offer smaller amounts, which frequently whet the appetite for more.

THE ACTUAL FACT is that cooking for children is a neglected art. It is not difficult to understand what has happened. Parents have been urged not to feed children all the foods they eat. Young boys and girls must not have spices and high seasonings. Many of the adult dishes are too rich in sugar and shortening. So cooks have made over these dishes, leaving this out and using less of that, and unpalatable dishes have been the result. The way out is to plan and prepare the children's meals with more thought to color, texture and taste. Even very young children are able to distinguish really good food.

RECOMMENDED RECIPES

Delicious for Adults, Nutritious for Children

By RUTH WASHBURN JORDAN

Dietitian with Testing Kitchen

Baked Bananas with Roast Meat

Peel down one section of the banana skin, then carefully loosen the pulp, replacing strip of skin to keep the fruit from discoloring. Set the bananas side by side on an agate plate or a glass cooking plate and cook in a hot oven until they are soft to the touch. Turn out of skin and arrange around a roast. Serve as a vegetable with the meat gravy.—*Mrs. M. W., East St. Louis, Ill.*

Banana Sandwich

1 fully ripe banana mashed fine
1 tablespoon peanut butter
1 teaspoon brown sugar
A pinch of salt

Mix well and spread between thin buttered slices of whole wheat bread.—*E. A. H., Wichita, Kans.*

Baked Apples and Bananas

Peel and scrape bananas and roll them in cinnamon and sugar. Cut them in half and fit each half into a cored apple. Bake in a hot oven. Serve with plain or whipped cream, or just the jelly from the apples.—*Mrs. A. L. J., Blue Ridge, N. C.*

Banana Celery Salad

Stuff celery stalks with peanut butter and cut into small pieces. Serve on lettuce with diced bananas and mayonnaise.—*Mrs. C. V. S., Long Beach, Calif.*

Banana Delight

Add 1 teaspoon powdered sugar, ¼ teaspoon vanilla and 1 teaspoon orange juice to ½ pint of cream. Whip until stiff. Mix lightly with 1 cup marshmallows cut into quarters, 2 cups of banana slices, ¼ cup of chopped nut meats. Pile in tall glasses. Top with slices of banana and maraschino cherry. Serves six.—*F. W., Havana, Florida.*

(*Turn to page* 40)

WHOLE-FAMILY MENUS

Thanksgiving Dinner I

Grapefruit with Jelly
Celery Consommé in Cups
Cranberry Jelly
Roast Turkey or Chicken
Dry Bread Dressing
Giblet Gravy
Sweet Potatoes with Marshmallows
Creamed Onions or Cauliflower
Squash or Spinach
Banana Ice Cream
Little Sponge Cakes
Nuts Fruits Coffee

Thanksgiving Dinner II

Banana Fruit Cup
Roast Leg of Lamb, Stuffed
Olives Currant Jelly
Mashed Potatoes or Boiled Wild Rice
Creamed Celery or Peas
String Beans or Mashed Yellow Turnips
Pumpkin Pie (grown-ups)
Pumpkin Custard (children)
Nuts Fruits Mints
Coffee

III

Beef à la Mode
Mashed Potatoes, Lima Beans
Tomato Jelly Salad
Chocolate Junket with Cream

IV

Potted Shoulder of Lamb
Wild Rice
Carrots and Peas
Apple Salad (grown-ups)
Gingerbread with Whipped Cream

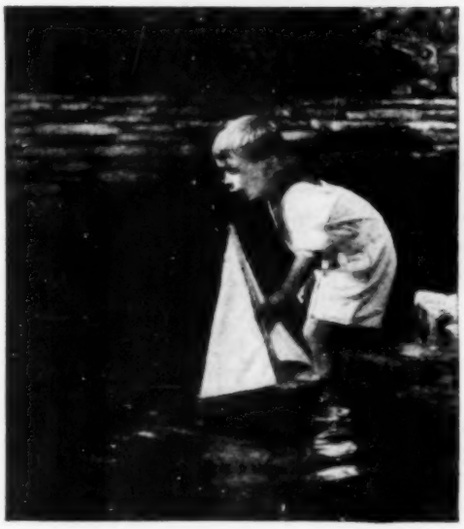
V

Lamb Broth
Baked Calves' Liver
Baked Potatoes
Scalloped Onions
Bananas with Melted Chocolate

VI

Vegetable Plate
Stuffed Green Peppers with Tomato Sauce
Buttered Wax Beans
Spinach
Orange Salad
Whole Wheat Crackers
Cream Cheese

(*Turn to page* 40)



JOHN B. DRAKE IV and BARBARA

The little Drakes

two jolly nautical spirits descended from Sir Francis himself

● John B. Drake IV and his chubby little sister Barbara are the children of Mr. and Mrs. John B. Drake of Chicago.

Water fascinates these two—whether at Sinnissippi, on the Rock River, where their grandfather, ex-Governor Lowden, has his beautiful estate—or at Lake Forest, Chicago's smartest North Shore suburb, where the family summers.

"Bobbie," at nineteen months, has a lightning tendency to run right in the water, French frock and all. "Johnny," with the superiority of his four years, has a canny way with sail boats.

Both pairs of knees are brown enough to last all winter! Both young appetites flourish the year 'round! Their owners consume an astonishing amount of hot cooked cereal. And the cereal their mother chooses, on the baby doctor's advice, is Cream of Wheat.

From the tender age of four months, each little Drake has eaten it.

"Both children are *always* well," says Mrs. Drake. "Cream of Wheat is part of our program to keep them so."

Recently 221 leading baby specialists in New York, Chicago, San Francisco and Toronto were asked about cereals. *All* approve Cream of Wheat!

They know how rich it is in energy, how quick and easy to digest. An ideal food—*at less than one cent a serving!*

Make it a habit in *your* home. Start the days with good generous bowls of Cream of Wheat.

The Cream of Wheat Corporation, Minneapolis, Minnesota. In Canada, The Cream of Wheat Corporation, Winnipeg.

● TUNE IN on the Cream of Wheat Radio Program every weekday morning at 7:45. Stations WJZ, WBZ-A, KDKA, WHAM, WLW, WJR, WLS, KSTP, WREN, KFAB, KWK.

© 1930, C. of W. Corp.

FREE—this wonderful game

Children love the H. C. B. Club, with a secret, and degrees of membership. It makes a jolly game of cereal. All the material is free—badges, gold stars, and big new colored posters. Roland and Oliver, Joan of Arc, Richard the Lion Hearted. Also book on child health. Mail this coupon to Dept. PM 8, The Cream of Wheat Corporation, Minneapolis, Minnesota.

Child's name .....

Address .....

To get sample of Cream of Wheat check here ☐

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

FAMILY FUN

And Things for Children to Do and Make

EDITED BY THE NATIONAL RECREATION ASSOCIATION

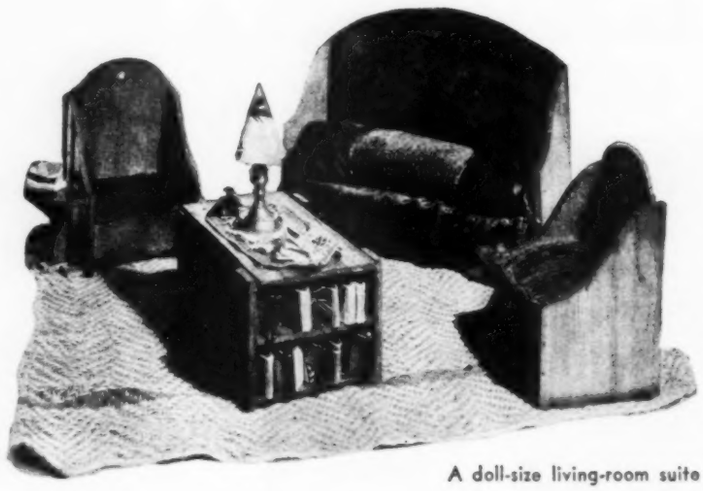
ANY LITTLE GIRL will adore having a set of doll furniture like this in the picture. It would make a fine Christmas present from brother, who can saw the woodwork, and older sister, who can make the cushions, lamps and books. For that matter, a girl can do the entire job.

Three wooden salt boxes and some odd strips of cigar-box wood are needed. Boxes one and two are used for the two chairs. To make a chair, stand a box on end. Saw 1¼ inches off the bottom of the box, sawing through the entire box with a coping saw. Draw out the nails that fasten the lid, which is to serve as the seat. Upholster the lid in any desired material, first padding it with cotton. Saw off ¾ inch from the top of the front piece. Then place the seat inside the box and nail it to the sides and front with wire nails. Arms and back of the chair are rounded as shown in the picture.

To make the settee, separate salt box number three. Cut a strip of three-ply wood or cigar-box wood 3¾ inches by 10¾ inches for the seat, and nail it in place. For back and arms, use pieces of the box curved at the top and fitting the dimensions of the seat. The seat is finished with cushions and with front drapery.

For the center table, use the back of box number three, sawing off the curved edge. Slide this into the grooves of the two bottoms cut from boxes one and two. The book shelves are strips of wood nailed into the sides of the table.

The end table is a semi-circle of wood with a curved standard and a wide base. Put it together with wire nails. All the furniture in the picture was finished with dark oak stain. The lamp was made from a brass cigarette snuffer with a pencil inserted. The shade, painted in water colors on a circle of heavy paper, is fastened to the pencil by means of a brass thumb tack. Now for the realistic little books. Their leaves are of note paper, and the covers of cardboard, with jackets of colored paper pasted on. Bind the books through the center with a strip of gummed paper, and bend them over in book form.—*Mrs. G. A. S., Astoria, L. I.*



A doll-size living-room suite

THANKSGIVING PASTIMES—Some make the mistake of thinking that the Pilgrims wore faces and manners as long as the hats that were then in fashion. But the first Thanksgiving celebration in 1621 was a jolly and happy affair, old records show us. Besides the feasting and the religious ceremonies in gratitude for the harvest there was a week's celebration, which included games and two days of hunting. White men and red men competed in the pitching of quoits, after which the Indians gave marvelous exhibitions of running and jumping. The principal part of the Pilgrims' entertainment was a drill of the little army of eleven soldiers on the Commons.

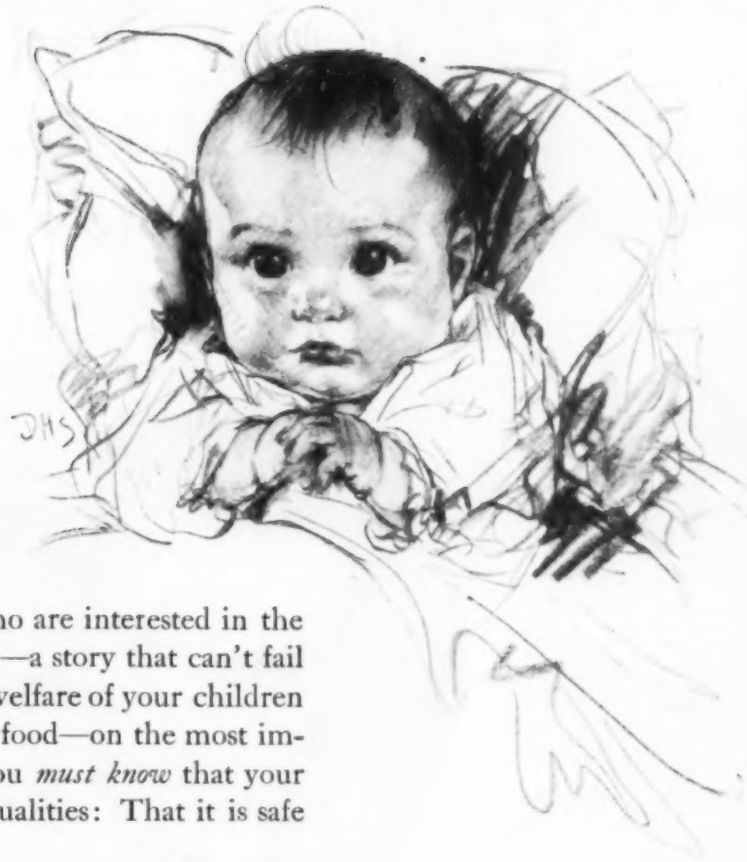
Today most families have time-honored ways of celebrating Thanksgiving. Perhaps the plans followed by families we know may have suggestions for others. In one home the group gathers sometime during the forenoon for stories and reminiscences concerning former Thanksgivings and family history. After this tenpins, or a similar game, is played indoors, using a small set of tenpins. The youngsters go outdoors and play duck-on-the-rock or baseball while dinner is being prepared. After dinner, it is customary to ride horseback or drive until supper time. After supper there are two hours of singing. Another family takes a hike or goes to a football game in the morning. After dinner the table is completely cleared and favorite table games are played. Pingpong is one of the games which this family enjoys on Thanksgiving afternoon. Here are some games to play at a Thanksgiving party:

PILGRIM SPELLING MATCH—Very amusing for a large party. Have ready duplicate pieces of cardboard with a letter of the alphabet on each. Give one set to each side, one letter to a person. Sixteen persons on a side will be needed for the following list of words, which contain these sixteen letters—a, b, c, d, e, f, h, i, l, m, o, p, r, s, t, w. Announce the words one by one—Priscilla, Massasoit, Bradford, Brewster, Hiawatha. As the word is called, those holding the letters in the word run out into the middle of the room with their letters in front of them and arrange themselves so that they spell the word correctly. If a person's letter occurs twice, he must run from one space to the next and thus fill both spaces. The side which spells the word most quickly wins.

NUT RELAY—Ask the guests to line up in two teams on opposite sides of the room. Place a pile of peanuts or walnuts at one end of the room and two hollowed-out pumpkins at the other end, one at the end of each line. Baskets will serve instead of the pumpkins. Start the first man in each line at a given signal. He runs to the pile of nuts, puts as many as he thinks he can carry on the back of his left hand, runs to the other end of the room on the outside of the line without touching his left hand, with his right deposits the nuts in the pumpkin at the end of the line and returns to his place in line. Immediately after he returns the next man follows. If one line finishes before the next, the quicker line may start over again and carry nuts until each man in the slow line has had a chance to carry some. Then a signal is given for all to stop, and the line which has succeeded in putting the most nuts in its pumpkin wins the contest. (*Turn to page* 95)

ONE DOLLAR WILL BE PAID

On publication for short contributions telling how you and your family have fun together. No manuscripts will be returned. Address Family Fun Editor, THE PARENTS' MAGAZINE, 255 Fourth Avenue, New York City.



TO you who are interested in the care of children, we have a story to tell—a story that can't fail to interest you. It touches closely the welfare of your children on the very important subject of their food—on the most important article of their food—milk. You *must know* that your milk supply has these three essential qualities: That it is safe —that it is rich—that it is wholesome.

There is one form of milk that gives you sure guarantee of these qualities—Evaporated Milk in cans.

1. Sterilized in the sealed can, it's as safe as if there were no germ of disease in the world.

2. Concentrated and homogenized, every drop is uniformly rich in all the milk-food substances.

3. Extensive experiments by specialists in the care of babies and children have proved its health-building wholesomeness beyond all point of question.

But Evaporated Milk has some other most important qualities.

1. It is more easily digested than either raw or pasteurized milk—most important for babies and children.

2. More than twice as rich as ordinary milk, it enables you to put more milk in your cooked food.

3. This extraordinary milk costs less, generally, than ordinary milk.

Let Us Send You Two Books

"Eating For Efficiency" is designed to prove the value of Evaporated Milk in making better, more wholesome food for children—for everybody.

"A Safer World For Babies" tells an interesting story of how the excellence of Evaporated Milk for babies was demonstrated by specialists. We'll send them both free of charge. We know they'll interest you. Mail the coupon.

EVAPORATED MILK ASSOCIATION
203 North Wabash, Chicago, Illinois

Send me free of charge a copy of

☐ *"Eating for Efficiency"* ☐ *"A Safer World for Babies"*

Name_____

Address_____

City_____ State_____ PM-1130

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

GOOD MOVIES AND BAD

A Movie Guide for Your Children and You

ABRAHAM LINCOLN, with Walter Huston (*U. A.*)—An excellent picture presenting the life and character of Lincoln through a series of colorful and often highly dramatic episodes. Mr. Huston gives a very sincere and earnest portrait, combining his charm with certain restraint, which makes him for the most part convincing. Its historical interest, splendid photography, and high dramatic quality are very inspiring, and it is readily recommended for all. (UE) *For A:* Excellent. *For Y:* Yes. *For C:* Yes.

ANIMAL CRACKERS, with the Marx Brothers (*Paramount*)—Cheap, crude nonsense with more or less vulgar slapstick—nothing censorable, but perfect example of bad taste. It will be immense box office success as the general public has been trained to think this sort of thing "good." (E) *For A:* Absurd. *For Y:* Not the best. *For C:* Not the best.

ANYBODY'S WOMAN, with Ruth Chatterton (*Paramount*)—Strong story of able lawyer who, in a drunken orgy, marries a chorus girl of loose morals. Together they work out their salvation. The sordid theme is made interesting by splendid acting of Clive Brook, Ruth Chatterton and Paul Lukas. (E) *For A:* Interesting. *For Y:* Too sophisticated. *For C:* No.

AT THE BOTTOM OF THE WORLD (*Talking Pictures*)—An entertaining and instructive picture of wild life in the region of the South Pole, on the island of South Georgia, including a whale hunt in detail which is very interesting. (U) *For A:* Entertaining. *For Y:* Very entertaining. *For C:* Excellent.

BIG BOY, with Al Jolson (*Warner*)—Typical Jolson film—with much singing and some songs much repeated—some spoken lines rather cheap and vulgar as usual, but no objectionable sex stuff. He is a colored jockey and trainer who wins a horse-race for his mistress in spite of two villains, etc. Not one of his best films. (E) *For A:* Mediocre. *For Y:* More or less amusing. *For C:* More or less amusing.

BRIDE OF THE REGIMENT, with Vivienne Segal (*First National*)—Gaudy and thoroughly unwholesome picture, all in color, using moral laxity of a regiment of Hussars to achieve continuous sex thrill. Flaunts lawless lovemaking, riotous drinking, and apparently no principles whatever. Much singing, some of it terrible. (E) *For A:* See it and think. *For Y:* By no means. *For C:* No.

CALL OF THE FLESH, with Ramon Novarro (*M-G-M*)—Ridiculous title for wholesome little love story against Spanish background, of a convent-bred girl and a dancing boy. Novarro charming as the "Singer of Seville," the original and appropriate title. (E) *For A:* Pleasing. *For Y:* Entertaining. *For C:* Good.

THE CONSPIRACY, with Bessie Love (*RKO*)—A mystery play in which the action centers around the efforts of a girl and her brother to wipe out a gang of dope peddlers. An otherwise heavily emotional and dramatic story, it is considerably lightened by the humor, introduced primarily by the character actor Ned Sparks. Excellent entertainment for adults and adolescents. (U) *For A:* Good. *For Y:* Yes. *For C:* Very exciting.

DANCING SWEETIES, with Sue Carol (*Warner*)—This is a clean, unobjectionable little comedy of the ordinary life of ordinary people. The theme is based on the rivalry of two dance-hall "sheiks" over silver cups, dancing partners, and finally babies. (U) *For A:* Hardly. *For Y:* Fairly amusing. *For C:* No.

DIXIANA, with Bebe Daniels (*RKO*)—Costly, pretentious and poor costume-music-revue laid in the South, with some technicolor sequences and some terrible "sound." Nothing particularly objectionable, merely cheap and flat. Even Wheeler and Woolsey seem a bit stale. (E) *For A:* Hardly. *For Y:* Mediocre. *For C:* Hardly.

Eddie Quillan and Douglas Scott in "Night Work," a picture children will enjoy

DOUGHBOYS, with Buster Keaton (*M-G-M*)—Buster Keaton in typical solemn-faced role as a doughboy—burlesque of army life and trench warfare—funny in spots and harmless, but largely stupid. (E) *For A:* Mediocre. *For Y:* Perhaps amusing. *For C:* Probably amusing.

ESCAPE, with Gerald du Maurier (*RKO*)—Made in England, from very undramatic Galsworthy play, merely portraying the vicissitudes of English ex-officer who, imprisoned for trying to help a street girl, escapes only to be captured again after long chase. Grim and depressing but notable for continual glimpses of typical English rural landscape, fine English speech, and the rare acting of du Maurier. (E) *For A:* Interesting. *For Y:* Doubtful. *For C:* Of no interest.

EYES OF THE WORLD, with Nance O'Neill (*United Artists*)—Queer and complex mixture of sentiment, romance and melodramatic violence and thrill, in typical Harold Bell Wright story. Some excellent acting and beautiful photography, and freedom from cheap or unwholesome suggestion are its chief merits. (E) *For A:* Fair. *For Y:* Entertaining. *For C:* Too involved.

FOLLOW THROUGH, with Nancy Carroll and Buddy Rogers (*Paramount*)—Naive, overacted comedy, all in color, with elemental dialog and amateurish singing, about the love-affairs of a golf instructor. Strains continuously to be funny, with some cheap attempts at the risque. Merely exploits Rogers as irresistibly lovable to all women. Tiresome. (E) *For A:* Stupid. *For Y:* Hardly. *For C:* No.

GOOD NEWS, with Bessie Love (*M-G-M*)—The picture is inferior to the stage production in which the excellent singing, dancing and general good fun made the farcical plot of college life unimportant. But this emphasizes the ridiculous story and it is now not a gay musical comedy, but an uninteresting light play with interpolated songs and crude humor. (UE) *For A:* No. *For Y:* Waste of time. *For C:* No interest.

HOT CURVES, with Benny Rubin (*Tiffany*)—An amusing comedy with baseball as the theme. Benny Rubin's personality and humor add interest. (U) *For A:* Amusing. *For Y:* Amusing. *For C:* Harmless.

LAST OF THE DUANES, with George O'Brien (*Fox*)—This melodramatic western, full of thrills, good riding and beautiful scenery, will provide good entertainment for those who like this type. (U) *For A:* Fairly good of its kind. *For Y:* Good. *For C:* Good.

LEATHERNECKING, with Ken Murray (*RKO*)—Slapstick musical comedy of the Marines in Hawaii—burlesque, with entire dialog in wisecracks and songs—somewhat less vulgarity than is usual in such pictures—absurdity and nonsense that are funny in spots, and with an elaborate technicolor ballet on a desert island after a shipwreck! (E) *For A:* Hardly. *For Y:* Inane, but amusing. *For C:* More or less amusing.

LET US BE GAY, with Norma Shearer (*M-G-M*)—Society comedy—of over-devoted wife separated through misunderstanding from husband who still loves her. She turns to gay life until a dowager countess, amusingly played by Marie Dressler, brings the couple together again. Lively and sophisticated, but not offensive. (E) *For A:* Amusing. *For Y:* Doubtful. *For C:* No.

LOVE IN THE ROUGH, with Robert Montgomery (*M-G-M*)—Farce comedy with golf as

(*Turn to page* 64)

What the Abbreviations Mean

E—The judgment of the National Film Estimate Service, an organization unaffiliated with the motion picture industry, having a corps of well-qualified volunteer reviewers throughout the country.

U—The judgment of the Motion Picture Committee of the Women's University Club, Los Angeles.

For A—For intelligent adults.
For Y—For youths, 15 to 20 years of age.
For C—For children, from 10 to 15 years.

Best Recent Films for Young Folks

Across the World with Mr. and Mrs. Johnson
Anybody's War
Arizona Kid, The
Around the Corner
Burning Up
Cohens and Kellys in Scotland, The
Devil May Care
Dude Wrangler, The
Give and Take
Grumpy
Half Way to Heaven
High Society Blues
His First Command
Hit the Deck
Honey
Hunting Tigers in India
It's a Great Life
Let's Go Native
Let's Go Places
Little Johnny Jones
Lucky in Love
Night Work
Not So Dumb
One Romantic Night
Only the Brave
Parade of the West
Queen High
Richest Man in the World
Raffles
Romance of the Rio Grande
Runaway Bride, The
Sally
Seven Keys to Baldpate
Silent Enemy, The
Social Lion, The
Song o' My Heart
So This Is London
Vagabond King, The
What a Man
With Byrd at the South Pole

What may we expect of ULTRA-VIOLET *Radiation?*

SCIENCE has analyzed the sun and found that, besides light and heat, it gives off tiny invisible waves (70,000 to the inch), known as Ultra-Violet rays, which have a profound effect upon all manner of life. Just as our eyes are receiving sets tuned to the mighty broadcasting of light given off by the sun, so our skin is tuned to the invisible health waves sent out by the same source. Though they penetrate the skin no deeper than the thickness of this sheet of paper, these rays are able to work deep changes throughout the entire body. Vitamin D—the sunshine vitamin—is produced only under its influence. This vitamin is an aid in the depositing of calcium and phosphorus and other minerals in the bones.

These vital rays stir up many of us mentally. They help to build up resistance to disease. They tan our skins (though it is not necessary to tan to receive the benefits of ultra-violet radiation). They are a powerful aid in the maintenance of health.

But Ultra-Violet, artificially produced in the home, should not be regarded as a 'medicine.' It should be regarded in the same light as fresh air, pure water and wholesome food. And like all of these essentials of health it should be used with moderation.

Like all great discoveries, Ultra-Violet radiation has been the subject of much misconception and misunderstanding on the part of the public. Its curative powers, in general use, have been exaggerated, in some cases by commercial exploiters. Ultra-Violet radiation is not a "cure-all." It is not a substitute for the services of a physician in the case of illness or disease. In all cases where Ultra-Violet radiation is indicated *as a treatment of disease*, the attending physician should prescribe and supervise the treatment.

For many years, as the world's largest manufacturer of things electrical, the General Electric Company has sought, in its vast laboratories, a means of making the known, health-maintaining qualities of Ultra-Violet available to the general public. The result is the General Electric Sunlight (Type S-1) lamp.

To be worthy of a place in the long line of General Electric products, this lamp had to be efficient. It is. It is not merely a "heat" lamp. At a distance of three feet, from a standard utilizing the G. E. Sunlight (Type S-1) lamp the public may expect the same ultra-violet effectiveness as is found in mid-day, midsummer sunlight.

To be a G. E. product it had to be safe. It is. The bulb of the G. E. Sunlight (Type S-1) lamp is made of special glass which filters out nearly all radiation not found in the best natural sunshine. In any standard or fixture using the G. E. Sunlight (Type S-1) lamp (the lamp cannot be used in the ordinary lamp socket) the public may expect radiation which embodies the simplicity and economy of the modern MAZDA lamp with an adequate supply of safe ultra-violet.

They may expect to use such equipment freely—for irradiating the children as they play or dress—as a reading lamp beside their easy chairs—as a lamp to stretch out and relax under as it stands by the couch or bed—as a wonderful sewing light—as a means of obtaining "sunlight" in the bathroom while shaving—these and in many other ways.

Just as the vacuum tube is the heart of radio, so the G. E. Sunlight (Type S-1) lamp is the heart of modern man-made sunlight. Everyone who expects to obtain the *full* benefits of ultra-violet radiation this winter should insist that the sun lamp he buys uses the G. E. Sunlight (Type S-1) lamp as its source of energy. It is sold in accordance with the requirements of the Council of Physical Therapy of the American Medical Association and is backed by the greatest name in electricity.

THE G. E. SUNLIGHT (TYPE S-1) LAMP—*This lamp contains (a) a "V" shaped tungsten filament (b) two tungsten electrodes (c) a pool of free mercury and (d) a bulb of special glass. When the current is turned on, the filament is immediately heated to incandescence. A portion of the mercury then vaporizes and an arc (e) forms between the two electrodes. (See lower cut).*

The Incandescent Lamp Department
of General Electric Company
Nela Park, Cleveland, Ohio

GENERAL ELECTRIC
SUNLIGHT (TYPE S-1) LAMP

Join us in the General Electric Program, broadcast every Saturday evening on a Nation-wide N. B. C. Network.

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

"I want some more, please, mama!"

JUST why children seem to like milk—and even nasty medicines—so much better in a Dixie than in a glass, we really don't know; but mothers tell us it is so. Perhaps it's because the delicate beauty of the blue design attracts their eyes; perhaps it's because the sturdy glass shape makes Dixies so easy for them to hold; perhaps it's because the daintily rolled brim is so comfortable to their tender lips—and again, it might be a combination of all these.

We don't know the reason for this, we admit; but we do know that Dixies are much safer, and we also know why. The common drinking glass is dangerous—that's a recognized fact, known by doctors and mothers alike. Dixies are individual—one person alone uses his or her Dixie. Thus, these paper cups go a long way toward preventing colds and other "catching" infections from spreading.

Dixies are packed in convenient cartons—10¢ or 25¢ sizes—and may be obtained in stationery, drug, grocery, department and 10¢ stores. They are especially handy for children's parties, and are a new attractive way of serving drinks at any time.

Tune in on the Dixies Circus every Saturday Evening at 8 P. M. E. S. T. over WJZ and associate stations.

INDIVIDUAL DRINKING CUP CO., INC.
Original Makers of the Paper Cup
EASTON, PA.

DIXIES

Whole-Family Menus

(*Continued from page 34*)

VII
Broiled Steak
Creamed Macaroni Buttered Kohlrabi
Tomato Salad
Sliced Bananas with Lemon Juice and Sugar

VIII
Baked Ham, Southern Style (grown-ups)
Broiled Lamb Chops (children)
Creamed Potatoes Cauliflower
Pineapple Tapioca

IX
Salmon Surprise
Buttered Peas Raw Cabbage Salad
Cottage Pudding with Lemon Sauce

X
Vegetable Soup
Veal Pot Roast (grown-ups)
Creamed Beef on Toast (children)
Spaghetti with Tomato Sauce String Beans
Fruit Cup

XI
Veal Croquettes (grown-ups)
Omelet with Jelly (children)
Mashed Potatoes Creamed Onions
Pineapple and Cabbage Salad
Banana Milk Sherbet

XII
Rare Roast Beef
Browned Potatoes Buttered Beets
Spinach Apricot Salad
Vanilla Ice Cream

XIII
Broiled Haddock Steaks
Butter Parsley Potatoes Stewed Tomatoes
Plain Salad
Banana Ice-box Dessert

XIV
Spaghetti with Cream Sauce and Cheese
String Beans Cauliflower
Banana Celery Salad
Raspberry Gelatin

Recommended Recipes

(*Continued from page 34*)

Banana Ice-Box Dessert

1 tbls. gelatin
1 cup boiling water
3 tbls. lemon juice
1⅓ cups milk
1¼ cups banana pulp
6 lady fingers

Soak gelatin in ¼ cup of cold water and disolve in 1 cup of boiling water. Let stand in ice-box until it thickens. Beat with Dover egg beater until frothy. Stir together lemon juice and milk, and add bananas, which have been well mashed with a fork. Fold this mixture into the beaten gelatin, return to ice-box and leave until it begins to set. Then line a mold with ladyfingers, placing round side out, and fill center with banana mixture. Set on ice for several hours. Turn out on plate and serve with whipped cream.—*S. A. P., Cleveland, Ohio.*

Banana Milk Sherbet

2 cups banana pulp
1 tbls. lemon juice
½ cup orange juice
⅛ tsp. salt
1⅔ cups evaporated milk or thin cream
½ cup water

Select fully ripe bananas; peel and scrape them and press through a coarse sieve. Combine ingredients and mix well. Let stand half an hour before freezing. This makes about 3 pints.—*Mrs. L. F. W., Ashland, Va.*

Banana Ice Cream

½ cup sugar
2 cups thin cream
½ tsp. lemon extract
2 bananas
1 tablespoon flour
1 pint milk
A pinch of salt
1 egg

Scald the milk, stirring constantly. Mix flour, salt and water to smooth paste and add to it very slowly the scalded milk, stirring continually. When thick cook in double boiler twelve to fifteen minutes. Add beaten egg and sugar and cook for two minutes. Strain custard through fine sieve and when cold add the cream, lemon flavoring and the bananas which have been peeled, scraped and put through a sieve. Freeze.

Salmon Surprise

Use 1 large can or 2 small cans of salmon. Drain and remove skin and bones. Boil ½ cup of rice until light and flaky. Drain well and add to flaked salmon. Make a good white sauce, using 2 tablespoons of butter, 2 tablespoons of flour and 2 cups of hot milk. Season well and add a little onion juice. Add salmon and rice to white sauce. Heat thoroughly and pour over 6 slices of toasted bread on a large platter. Surround the salmon mixture with buttered green peas.

Beef à la Mode

Buy a good-sized flank steak. Wipe with damp cloth and cut in 3-inch squares; season well with salt and dredge with flour. Put 2 tablespoons of good drippings into iron kettle and when smoking hot brown the meat. When thoroughly browned add just enough water to keep it from burning. Let it cook dry several times and add just a little boiling water each time. When almost tender a little more water may be added so there will be plenty of gravy for the potato. It should cook 2½ to 3 hours slowly.

A Better Cake

We hasten to correct a recipe which appeared in the September issue of this magazine under the title "Very Good Plain Cake." The amount of baking powder called for was incorrect. The recipe should read:

1 cup sugar
1⅓ cups flour
1¾ tsp. bak. powder
½ teaspoon salt
1 egg
Milk
3 tablespoons butter
¾ tsp. flavoring

Sift dry ingredients together three times, add 3 tablespoons of soft butter. Break one egg into a cup and fill cup with milk, add to other ingredients and beat all together until smooth; flavor with ¾ of a teaspoon of vanilla or lemon. Add 1 cup of raisins or currants. Pour into a square buttered tin; sprinkle with granulated sugar and bake in moderate oven about thirty minutes.

Send in Your Favorite Recipes

We will pay $1 on publication for each recipe accepted. This month we are especially interested in recipes calling for molasses, corn syrup and maple syrup. These should reach us by November 15, 1930. No recipes will be returned. Address Food Editor, THE PARENTS' MAGAZINE, 255 Fourth Avenue, New York, N. Y.

 The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Modern Bakers *are* Magicians *with Flour, Eggs, Butter, Milk and* Sugar

GROCERS ***everywhere have delicious cookies, crackers and cakes in inviting packages that preserve their oven-freshness.***

IF IT were not for those dainty cookies, wafers, sweet crackers and cakes made by the great baking companies of this country and sold at grocery stores everywhere — what would ladies do at their teas and bridge parties — what would we do for desserts?

Alluring indeed are the creations of these bakers. And the marvel of it is that they come to us oven-fresh. What a tribute to the careful way they are made, packed and delivered.

There is a place in every balanced diet for these inviting inexpensive cookies and cakes. They round out the meal and make everybody satisfied and happy. For variation, serve them with stewed or fresh fruit or ice cream.

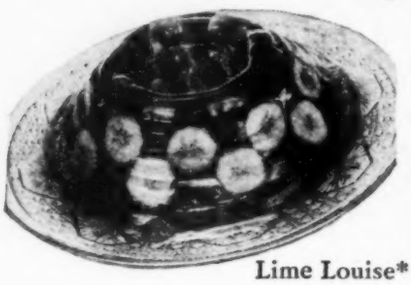
Too many of our meals are lacking in enjoyment because sugar has been left out. Try a dash of pure cane sugar in the essential foods, such as vegetables, fruit and cereals, and see how much better they taste. Doctors and dietitians heartily recommend this use of sugar as a flavor. The Sugar Institute, 129 Front Street, New York.

"A bit of sweet makes the meal complete"

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Gelatin—

a Perfect Complement to Fresh Fruit!



Lime Louise*

FRESH FRUIT forms an essential part of every child's diet. And you can make this necessary food especially tempting by combining it with Royal Gelatin Dessert!

Simple sweets mean much to children. And Royal Gelatin Desserts come first in popularity because of their glowing colors... their delicious real-fruit flavors! Easily digested, too... so *safe* for children's foods!

Royal saves time, also . . . for Royal is the *quick setting* gelatin dessert . . . the kind that can be made in half the time usually allowed!

***Lime Louise:** Dissolve 1 package Royal *Quick Setting* Gelatin Dessert (lime flavor) in 1 cup boiling water; add 1 cup cold water. Chill until it begins to thicken. Mix in ½ cup canned cherries (or canned seedless grapes drained from syrup) and 1 sliced banana. Pour in mould. Chill until firm. Serve plain, with thin or whipped cream or with custard sauce. Serves 6–8.

Six delicious real-fruit flavors: Strawberry, Raspberry, Cherry, Orange, Lemon, and a brand new flavor — LIME!

Free:

Send the coupon for free booklet of delicious recipes for gelatin dishes

ROYAL GELATIN DESSERT
Product of Standard Brands Incorporated
Dept. G188, 695 Washington Street, N. Y. C.
Please send my *free* copy of your gelatin recipe book

Name_____

Address_____

City_____ State_____

POINTERS for PARENTS

Practical Suggestions Submitted by Readers

After some difficulty, we have hit upon a plan which we believe is successful in getting our five-year-old in bed and quiet on schedule. At seven-thirty he starts doing all his own chores, getting his drink of milk and the like. He must be undressed and lights out at eight sharp. His story and all last-minute things must be over before then. If he is slow, the story is omitted. If he leaves his bed or asks for anything after eight he must be in bed that much earlier the following night.—*Mrs. C. C. P., New York City.*

Immaculate Closets

The most immaculate clothes closets I have seen for some time are the achievement of a mother of four small children. At either end of the closets are a number of shelves. From the bottom of the lowest shelf hangs a towel rack which serves as a rod for the hangers which hold the child's dresses or suits. The towel racks are of the sort which may be purchased from the ten-cent stores for use on the bathroom wall.—*Mrs. L. D. K., Ithaca, New York.*

Make Obedience Easy

In teaching a child obedience, have him learn first to respond when you tell him to come to you. Once he comes, if you have to tell him to shut the door, or play more quietly, or go on an errand, it is easier to get him to obey cheerfully than if you call your order while his mind is still filled with his play or work.

With him at your knee you can speak in a low voice and tell him clearly what to do. Then there won't be the, "Please, can't I just finish this first?" that is sure to be heard if you tell him the errand while he is still absorbed in what he is doing.—*Mrs. K. W. H., Reading, Pennsylvania.*

The First Spoonful

Billy is now thirteen months old. At one year of age he almost insisted upon feeding himself. This would have been a rather slow process for me to endure, but as I did want him to learn to feed himself, I tried giving him his own baby spoon and a dish with just a little of the food in it. He takes one spoonful and while he is managing to get more food on the spoon, I slip a spoonful into his mouth from the full dish. I found that in this way he was learning to use his spoon well, and that he was also eating much more food than he did when I was doing it all. In one month he has learned to handle his spoon better than some children do at two years when they have not been allowed to try it at an earlier age.—*Mrs. W. F. M., Chicago, Ill.*

Prepare for a Parting

Recently I had to go to the hospital for an operation. The youngest child, three years old, had never been away from me nor been cared for by others; so I was afraid she would find it hard. I explained to her that Mama was "going to the doctor's house to stay for awhile." She asked many, many questions which I answered truthfully, but in the best light. Several days before I left I moved her bed into Daddy's room saying that Mama was going soon and she was to be Daddy's girl now. The last day she helped pack the suitcase and we all went out to the hospital for a ride. She left me bravely and went home to give no trouble. When, the first night, she woke up and asked for me, her father quietly reminded her that I had stayed at the hospital. She then asked when I would be feeling better and when I would come home; then she turned over and went to sleep. The necessary adjustments, which the following days brought, were easily made because she had anticipated them.—*Mrs. L. E. S., Baton Rouge, La.*

Practice on the Doll

An easy way to teach a small girl to dress herself is to let her practice first on her dolls. See that she has at least one fairly large one that wears clothes much like her own which fasten with large buttons and buttonholes that the baby fingers can manipulate. The child will delight in pushing the buttons through the holes and if you will call her attention to the fact that dolly's clothes are just like her own and let her practice on herself, too, as she becomes proficient, she will soon acquire the skill necessary for dressing and undressing without mother's help.—*M. V. O., Minneapolis, Minn.*

Ready—Get Set—Go

To speed up the morning dressing of three small children, the one who is downstairs first is rewarded by having the first bath the next day, and his bath towel and washcloth hang first in the row. This race speeds up dressing and so forth, and the morning's activities go on without constant nagging.—*Mrs. H. F., Cleveland, O.*

DOLLARS FOR IDEAS

If you have practical suggestions that would be helpful to others, tell them to us briefly. For every idea accepted one dollar will be paid on publication. Unaccepted contributions to this department will not be returned. Address, Pointers for Parents, THE PARENTS' MAGAZINE, 255 Fourth Avenue, New York, N. Y.

"Dad! I gained 6 pounds while you were away!"

ROSY cheeks—sparkling eyes! Could this husky, happy youngster be the same frail little boy of six short weeks ago?

"No wonder my husband was delighted when he returned from a business trip. Little Bobbie had always been delicate and thin. Then one day a friend advised me to mix Cocomalt with his milk.

"I tried it and noticed a change right away. It didn't seem possible that anything he *liked* so well could be so good for him. But when the scales showed he was gaining a pound a week, I knew I was on the right track at last... So far, he has gained 6 pounds and everyone speaks about how husky he looks now."

How Vitamin D builds health

The actual experience reported by this mother is typical of hundreds of other similar cases.

For this delicious food drink contains Vitamin D—the sunshine vitamin which is so essential for growing children. It builds strong bones and bodies—aids digestive organs to assimilate the phosphorus and calcium which they need—and is a vital factor in preventing rickets (soft bones and unsound teeth).

Furthermore, Cocomalt supplies malt enzymes which help to digest the starches in foods.

Not a medicine

Cocomalt is a chocolate flavor food drink that every child loves. Rich, smooth and delicious, it not only furnishes Vitamin D—but in addition other vitamins, proteins and minerals. So concentrated are these food elements, that Cocomalt adds 70% more nourishment to milk. No wonder children build up so quickly!

Easy to prepare

Cocomalt comes in powder form, ready to prepare in a jiffy. Simply add it to milk—hot or cold—mix, and it's ready to serve. Three sizes—½ pound, 1 pound, and the 5 pound family size. High as Cocomalt is in food value, the cost is surprisingly low. At grocers and leading drug stores.

Trial package—send coupon

Try Cocomalt. See how delicious it is—and how readily the children take to it... Mail this coupon and 10c for a generous trial can—enough for the whole family to judge what a wonderful food drink Cocomalt is.

Cocomalt

ADDS 70% MORE NOURISHMENT TO MILK

DELICIOUS HOT OR COLD

R. B. DAVIS CO., Dept. 811, Hoboken, N. J.

I am enclosing 10c. Please send me a trial-size can of Cocomalt.

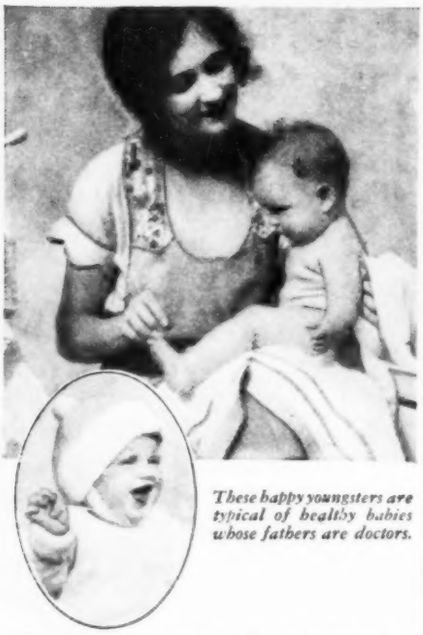
Name_____

Address_____

City_____ State_____

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

DOCTORS' WIVES KNOW..!



These happy youngsters are typical of healthy babies whose fathers are doctors.

For their babies' things they use LUX

WHO in the world gets better care than the babies who have doctors for fathers?

So we asked doctors' wives (scores of them) what they found the very best, very safest way to cleanse babies' wee garments. And 91% of all those asked said—"We use Lux!"

Child specialists, maternity centers, baby experts, all advise Lux. Lux has none of the harmful alkali so many soaps have—therefore Lux never irritates the baby's sensitive skin.

Woolens and diapers washed with ordinary flakes or chips, or rubbed with cake soap, become stiff and harsh—may cause chafing. Ordinary soaps just aren't pure and gentle enough for babies!

Baby's things are sweet and pure when Mother uses gentle, safe Lux!

MEAT COOKERY

(*Continued from page 27*)

all are good methods for the children's meat, and it will not hurt their elders to partake of the same. Or sear meat in a dry, hot pan, or one barely greased with fat to prevent burning and sticking, then add a little water, half covering the meat, cover tightly and allow to steam, or simmer over low heat, for a long time. This is really braising, and is both a delicious and a wholesome method of cooking meat alone or with vegetables, providing the meat is not very fat, in which case the gravy must be skimmed. Such braising may be done in a tightly covered casserole in the oven, or meat may be simmered on top of the stove over low heat.

AVOID RICH SAUCES or cooking meat with fat. Lean meats are preferred, and when broiling them it is better to sear them quickly, then lower heat and cook till done, adding the melted butter and seasonings when cooking is finished. Use meat as a condiment in small amounts, to give flavor to rice, macaroni, samp, potatoes, and so forth. If a roast or steak or chops are used for the family a tablespoonful or two finely minced and a little of the clear meat juice (platter gravy), not thickened, will give "meat zest" without too much meat. A little fat added after cooking is more digestible than fat incorporated in cooking for the reasons just given.

Broiled lamb chops (not fried) are classic as meat for the young or those of delicate digestion, but they are expensive and the cheaper cuts if thoroughly cooked, and perhaps minced, as in hamburger, are just as nutritious. The frying-pan and the exclusive use of expensive muscle-meats are the two leading errors in serving and buying meats.

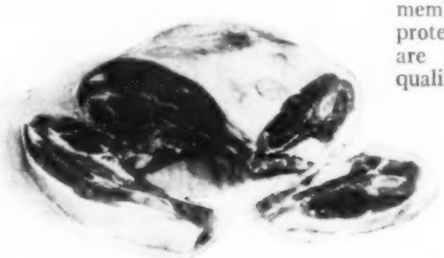
Eggs and milk and green vegetables may supplement a milk and cereal diet as effectively as do meats, theoretically, but meat has a savor, an appetizing value, and is tolerated and digested better in some cases than eggs. Milk, you remember, the almost perfect food, is short on iron; it has a little iron of very fine quality, easily assimilated, but lacks that mysterious something that makes liver so efficient a bloodmaker.

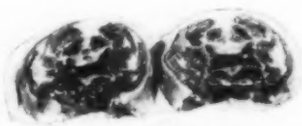
The point of cost, not *per se*, but in relation to what food values you can get elsewhere, for the same money or less, is something most of us must consider. These comparisons are only general, for, of course, the appetizing and tonic quality of meat, its value as a flavor, increasing the use of vegetables and as a carrier for cereals, is worth whatever it costs if you need it for this reason.

But otherwise these points are of interest to a woman with a limited food budget and hearty children with apparently unlimited appetites, and for folks doing heavy labor and getting moderate pay, who want to know how to get the most and best food values in the cheapest form.

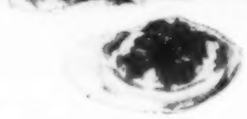
The principal meat value lies in its complete protein, and the amount of protein in a lamb chop can be obtained from an egg, or two level tablespoonfuls of peanut butter, or one and one-quarter ounces of cheese, or a glass of milk, at less cost. The second contribution is iron; a quarter of a cup of spinach, three-fourths of a cup of string beans, an egg yolk, two slices of whole-wheat bread, furnish as much iron at obviously less cost and also have other food values that meat lacks.

Plainly, however, the appearance of four tablespoonfuls of spinach is not going to arouse the enthusiasm that a well-broiled lamb chop does, and the chop may be the means of escorting the baked potato and spinach "down the red lane." So you must consider your purse and the conditions. Also, remember that the proteins in meat are superior in quality to cereal protein, but not to that in eggs and milk. Keep these facts in mind to protect the food budget.





Shoulder of lamb may be cut one way to make steaks or the other way for good medium-priced chops

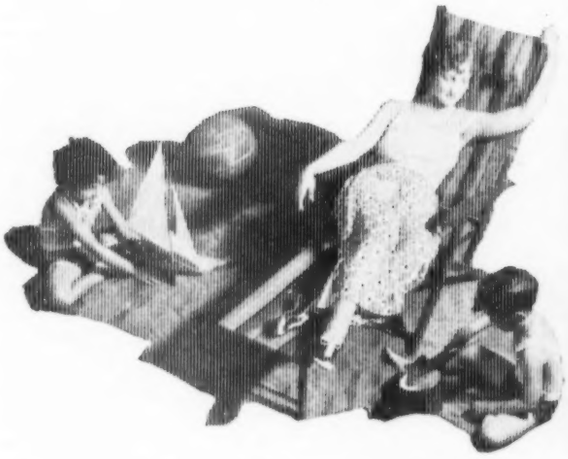


Sliced lamb neck is another economical cut worthy of the housekeeper's attention

Egg yolk and liver with fresh vegetables and milk for calcium, mean the ideal iron utilization, and true whole-wheat bread containing the wheat germ also adds to the "joy of living," in connection with excellent general nutrition at small cost. "The striking lesson that a diet of whole-wheat and whole milk with a little salt added is capable of sustaining rats through twenty-one generations should be taken to heart," says Dr. Mary Swartz Rose. And though we are not rats and are more notional as to our appetites and tastes, the fact is one to remember if the "food money" runs low.

THE DISTINCTION between beef tea or beef broth and beef juice is not always clearly understood. The broth (juice of meat obtained by long simmering of chopped beef in water) is a stimulating, appetizing, flavorful liquid that has little or no nourishment. (*Turn to page 46*)

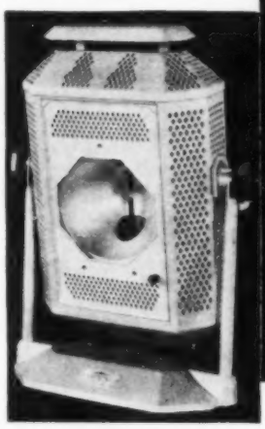
When Outdoor SUNSHINE *Wanes...*



...*Indoor* SUNSHINE *is* EVEREADY

Floor Model
Eveready
Sunshine Lamp

Table Model
Eveready
Sunshine Lamp



THE Eveready Sunshine Lamp brings indoors the magic of summer sunshine to maintain a reserve of health against the rigors of coming winter.

Exposure of the body for a few minutes each day supplies the vital element which, with winter approaching, has all but vanished from the outdoor sun.

Complete sunshine—reproduced with greater fidelity than from any other artificial source—is obtained with this lamp burning Eveready Sunshine Carbons.

A healthy tan is more quickly acquired with Eveready Super-Tan Carbons.

When special radiation is wanted, strong ultra-violet or infra-red, your physician can prescribe the proper type of Eveready Therapeutic Carbon.

The carbon arc is the only lamp offering this flexibility.

The Eveready Sunshine Lamp is a sturdily built carbon arc lamp, designed especially for home use. Attractive appearance, ease of operation and exclusive safety features will appeal to you.

EVEREADY Sunshine Lamps and Carbons are sold by Electric Power Companies, Electrical Specialty Dealers, Department Stores, and Medical Supply Houses.

Ask your dealer for a demonstration.

An instructive booklet, "Making the Summer Sun Stand Still," will be mailed to you upon request.

•EVEREADY•

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division

CLEVELAND, OHIO

Unit of Union Carbide UCC and Carbon Corporation

FOR TREATMENT OR CURE, CONSULT YOUR PHYSICIAN. DO NOT ATTEMPT SELF-DIAGNOSIS

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Were YOU *that poor child?*

ONCE upon a time there was a little girl who didn't like milk. She didn't like the taste and wouldn't drink it. She grew thin and pale because she needed milk to keep her fat and rosy.

THEN one day somebody told her Mother a secret. So her mother ran to the kitchen and came back in just a minute with a glass of milk which she coaxed the little girl to taste. A cautious sip with a solemn face. Another sip. A smile! The glass rapidly emptied. A cry for "more."

NOW that little girl is a big girl, strong and sturdy. She drinks her milk eagerly for she loves it.

THE secret is the answer. Mother just added a half-teaspoonful of Burnett's Vanilla and a little sugar to the milk. The milk tasted differently and oh, so good.

HAVE Mother fix your milk that way.

Send ten cents for "Why the Cows Cried." It's a story of the discovery of Vanilla-milk.

JOSEPH BURNETT CO.
441 D Street
Boston - Mass.

MEAT COOKERY

(*Continued from page 44*)

It is used in the sick-room for just these qualities, but it has no place in the diet of a growing child, except possibly as a carrier for cereal or vegetables, not otherwise eaten. It is not a building food.

Beef juice, however, is another matter, as it contains the iron, phosphorous, vitamins, protein, and also the factors which make meat an appetizing food.

FOR INFANTS or convalescents, slightly broil a pound of round steak, cut thick without fat. When seared and hot through, but not really cooked, cut in small pieces and press out juice in lemon squeezer, if a real meat-press is not available. Salt very slightly, and serve in a cup placed in another receptacle of hot water. Or serve cold. The amount for a two-year-old is two ounces a day (four tablespoonfuls). A young infant is given one teaspoonful gradually increasing to two tablespoonfuls a day for infants from eighteen months to two years. It is mixed with barley water in cases of intestinal trouble.

For the eighteen-months-old infant, if it does not flourish on the usual foods, lean round steak, an inch thick, may be scraped with a heavy mixing spoon on either side, leaving the tough fibres behind. Salt lightly and give raw, one-half to one tablespoonful to children of eighteen months and over. Such beef may be broiled in half-inch-thick cakes in a dry, hot pan with no fat, for older children, for two minutes. These are more for emergencies, occasional use, and stimulating appetite, than for the normal child getting milk, cereals, egg yolk, and green vegetable puree in the orthodox way and flourishing thereon.

In these days, the trouble and expense of these meat preparations of comparatively limited usefulness, and the startling effectiveness of liver, and other organic meats (brains and kidneys, to a lesser degree), lead us to choose liver mostly for the limited place that meat plays in the child's menu.

The following recipes are all examples of good meat cookery for the family.

Minced Liver on Toast

Cook calves' or lambs' liver in boiling, salted water to cover, until tender; or steam. Drain, season with salt and pepper, and put through the meat grinder. Toast thin slices of graham bread lightly, butter well, place a slice of tomato on the toast, and on this place a heaping tablespoonful of the minced liver. (If dry, moisten with a little butter, or water in which it was boiled.) Garnish with parsley.

Liver Loaf

1½ pounds liver — 2 tablespoons fat
1½ c. bread crumbs. — 1½ teaspoons salt
2 eggs. — ⅛ teaspoon pepper
½ cup stock — ½ green pepper minced
1 cup milk — 1 tbls. chopped onion
1 tbls. minced parsley or celery leaves

Wipe liver, or parboil for three minutes, remove veins and skin, put through chopper or chop finely, with vegetables. Add the crumbs, moistened with beaten egg, liquid fat, and seasonings. Mix well and bake in a greased pan set in one of hot water for one and a half hours, in a moderate oven (325 to 350 degrees).

Cover with a greased paper and remove for last fifteen minutes to brown. Serve hot or cold with tomato sauce. Part of the liver may be replaced by other meats, preferably kidney. This serves eight.

Stuffed Calves' Heart

1 calf's heart — 1 onion
1 c. bread crumbs — 1 sprig parsley
2 stalks celery — 1 egg
1 tablespoon butter, melted

Chop onion, parsley and celery fine and mix with bread crumbs. Brown lightly in butter and add egg, slightly beaten. Remove veins and arteries from heart, and stuff. Dredge with salt, pepper and flour. Place in roasting pan, half cover with water to which has been added the juice of one lemon, cover, and bake slowly for two hours, basting frequently, and adding more water if necessary. Uncover for the last half hour to brown.

A Savory Meat Loaf

Put two pounds of round steak and one large onion through the meat grinder; season with three level teaspoons of salt, and half a teaspoon of pepper. Add two cups of drained tomato (canned or fresh), and three-quarters of a cup of uncooked rolled oats. Place in a pan in shaped loaf form, dredge with flour, and cover with three strips of bacon. Bake in a moderate oven for about one hour, basting several times.

Stuffed Peppers and Tomatoes

Finely chopped boiled liver, moistened with tomato juice or the water in which it was boiled, may be seasoned with onion, pepper and salt, placed in a tomato or green pepper and baked. Allow about two tablespoons to each service. Or the liver may be mixed with chopped beef or with bread crumbs to extend the amount. A really excellent dish, and it is easy to season the ones for the grown-ups a little more highly and those for the children only with salt and tomato juice.

A Simple Stew Simply Prepared

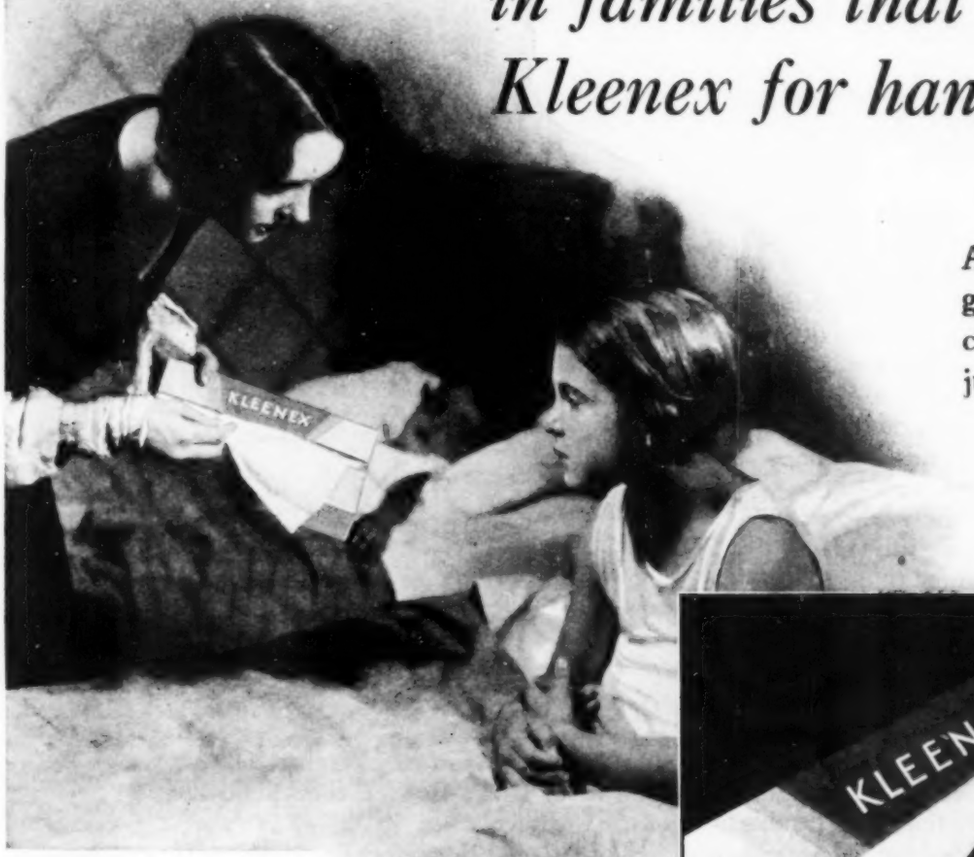
1 pound of beef — 2 c. strained tomatoes
2 c. boiling water — 2 potatoes
1 sliced onion — Salt and pepper

Cut the beef in inch pieces, and simmer slowly with onion and tomato in the boiling water for two hours. Add the quartered potatoes when half done, to cook for another hour. Season to taste.

Some of these recipes are from "Practical Dietetics, Diet in Health and Disease," by Pattee, an excellent book for the home as well as the hospital. Other books consulted were, "Feeding the Family," and "The Foundations of Nutrition," by Rose, and "Feeding the Child From Two to Six," by Barnes.

FEWER COLDS

in families that use Kleenex for handkerchiefs



Avoid ***reinfection*** from germ-filled handkerchiefs... use Kleenex... just once, then discard.

Children themselves prefer Kleenex—it is so soft and delicate. Saves the expense of lost handkerchiefs (Kleenex costs less than laundering).

THE thousands of progressive families who have adopted Kleenex find the old-style handkerchief seems almost uncivilized.

When used just once, the handkerchief becomes a germ-carrier. As such it is dangerous to the user and to those about him. It should be destroyed.

With Kleenex, this is exactly what happens. You use Kleenex once, then discard it. Cold germs are discarded, too, instead of being herded into purse or pocket. Each tissue that touches your nose or mouth is clean, sanitary, soft, gentle and dry.

A household necessity

Kleenex has many other uses which make it an essential of modern living. It is considered by many eminent beauty experts the only safe and sanitary way to remove cold cream and cosmetics. Used for this purpose, it prevents the staining of towels, and renders obsolete the greasy "cold-cream cloth."

KLEENEX
Cleansing Tissues

Kleenex is valuable for the bandaging of minor wounds. For cleaning spectacles and lenses. For applying cosmetics.

Kleenex is a great help in caring for babies. It is ideal for wiping little mouths and dusting on powder.

Kleenex is sold at all drug, dry goods and department stores. It comes in white, and in three delicate tints, guaranteed safe and pure.

FREE *sample of Kleenex*

P.M.-11

Kleenex Company, Lake-Michigan Building, Chicago, Illinois.
Please send a sample of Kleenex to:

Name.....

Street.....

City.....*State*.....

Special quantity offer for teachers and nurses

Please send me.....samples of Kleenex, which I will distribute to children of the.....grade, in the.....school.

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

AND SEW... *far into the night*

BONG! . . . Bong! . . . the punctual old clock startles you. "Eleven P.M." it says . . . and you're not nearly finished. "Buttons!" you sigh, "Heavens above . . . how do youngsters do away with so many buttons!"

Little jackets come in without them. Tiny jumpers are always missing one or two. Leggings return with but a thin clue of thread to show where a button was. And how these little playtime casualties do consume time . . . and how needlessly!

For almost everything that youngsters wear between them and the weather can be had with Talon Slide Fasteners—the new and better fasteners that let you have more leisure.

They save the needle and spare the thread. They mean less time and trouble in getting youngsters in and out. Garments fitted with them can be slipped on in a twinkling and off in a flash.

Bundle them into the hamper and off to the laundry—and these fasteners will come back perfect. They launder beautifully. They never jam or pull apart. They can't rust or stick. In fact, they actually *improve* with age!

Talon-fastened togs for little tots are sold everywhere. Of course there are imitations, but you can tell the genuine very easily. It has TALON stamped right on the pull-tab. And—to safeguard yourself—be sure that it *has!*

Boy's Two-Piece Wash Suit—a Talon-fastened blouse makes it easy to get on. Sizes 3-10.

Boy's Shirt—the Talon-fastened front will free you from much mending! Sizes 6-16.

Knee Leggings—Talon-fastened, to make dressing His (or Her) Majesty easy! Sizes 1-8.

Three-Piece Play Suit—Talon-fastened. Made by Howlett & Hockmeyer. See next page.

TALON

THE SLIDE FASTENER
THAT ALWAYS WORKS

Reg. U. S. Patent Off.

HOOKLESS FASTENER COMPANY · MEADVILLE, PENNSYLVANIA
NEW YORK · BOSTON · CHICAGO · LOS ANGELES · SAN FRANCISCO · SEATTLE

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Lazarnick

LOOK YOUR BEST

A child seeks beauty in his mother's face; and proper care insures long life to the loveliness of youth

By DOROTHY COCKS

Author of "The Etiquette of Beauty"

A WOMAN who is the busy mother of a family may recognize the importance of looking her best but not know the surest and quickest way of going about it or what aids to beauty she can find at the toilet goods counter.

So let's consider, first of all, creams. They can do a great deal for your looks. Your skin is a living, busy tissue. For all its fragility, it performs a function as necessary to your life and health as breathing. If you lived naturally and hygienically, and if you were content to have your complexion grow weathered and leathery with the years, there would be no need of such artificial aids as creams to keep your skin in health. But we don't live as nature intended. And our civilized standard of beauty demands a certain delicacy and refinement of skin which toilet preparations help us preserve.

Your outer skin is a thin, horny layer of cells, transparent, sleek, velvety, when all is well. It is dotted by millions of pores, the openings from sweat glands in the more active layers of skin tissue, below the surface. These glands pour out wastes in the form of perspiration, a fluid which evaporates, leaving salty and oily deposits on the skin. Accumulations of these solids will clog the pores and cause coarse pores and blackheads, pimples and acne.

Also, down in the functioning layers of your skin, are oil glands. These secrete normally a measured flow of oil which spreads out upon the surface—a natural lubricant which keeps the horny outer layer of your skin smooth, supple, soft.

Occasionally, unbalanced diet or poor circulation or a lack of tone in the skin tissues causes a relaxed condition of the sebaceous glands, when they pour out an excessive amount of their lubricating oil. Then the skin looks moist and greasy, every pore prominently indicated under your powder as the oil spreads in a circle about the pore opening.

More frequently, in our climate, the glands do not supply enough oil. The air of superheated houses causes the majority of women in America to suffer from dry skin. It shows in rough, flaky patches as you powder your face. It paves the way for fine wrinkles.

Toilet preparations have been created to help you combat all these agents which have power to destroy the youthful beauty of your skin. To give your skin its rightful chance for loveliness you must use creams.

FACE CREAMS of one kind or another have been used through the ages. They have been modified to fit needs created by a changing mode of life, to conform to current fashions in beauty, to accord with new theories of medicine and chemistry. There is a special cream to deal with every fault which our way of living creates. You will find these typical creams on every toilet goods counter.

CLEANSING CREAM: The very first requisite of a lovely skin is cleanliness. If wastes due to perspiration are allowed to accumulate on your skin, they will ruin it. They fill the pores with waxy fats that distend the openings and make the skin look coarse-grained. These deposits are moist, they hold dust and powder in the mouth of the pore and so cause a blackhead. Infection (*Turn to next page*)

Warmer . . . Smarter,

more wear in Zip-Ons

Fun to dress themselves—they zip them on in a jiffy. So comfortable and snuggly fitted children like to "live" in them.

YOUNGSTERS romp and play in trim, snug Zip-Ons with complete freedom of motion.

These smart outdoor togs are as expertly cut and tailored as father's clothes—yet far more comfortable. Active little bodies have plenty of room to climb, run and stretch.

Snugly clad in Zip-Ons, your children are protected from abrupt changes in temperature. No chilling wind or snow gets in at neck, waist, wrists or ankles.

Made of soft, durable fabrics and equipped with Talon Hookless Fasteners. Zip-Ons clean beautifully or may be washed successfully. Made in a broad range of lovely colors and materials. Sizes 2 to 10 years. Blouses and leggings may be purchased separately. Sold in the leading stores. Ask your dealer. Distributors: Howlett & Hockmeyer Co., Inc., New York City.

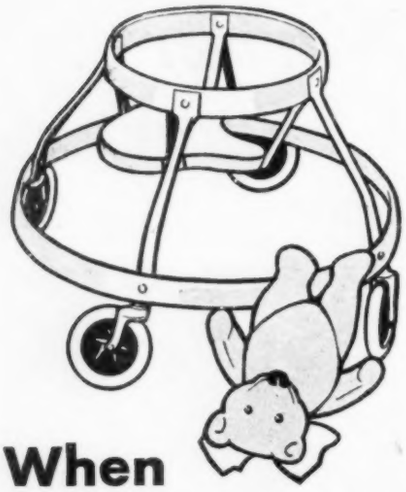
ZIP-ON

LEGGINGS · · BLOUSES · · SETS

Look for the Zip-On label —for Zip-Ons are guaranteed to satisfy. No others are like them.

ZIP-ON

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.



When CHILDREN are upset

HOW baby ills and upsets magnify themselves when they come at night! The sudden, sharp cry of pain which may mean colic; the restless tossing and fretfulness caused by sluggish bowels . . . what a sense of foreboding ill these hold for a mother.

When these little upsets come—and come they do to every child—how do you meet them?

There is, you know, a time-proven remedy for just such emergencies. Castoria, a pure vegetable preparation *made especially for babies and children*. It is so gentle in action it cannot harm a tiny baby. Yet it is ever effective in righting many of the little upsets of childhood. It is this unusual combination of mildness and effectiveness that child specialists particularly like.

When your baby cries with colic or is restless, fretful, sleepless — doctors will often recommend a few drops of Castoria. Its gentle influence brings bowel relief, and restful sleep will follow. And when older children need a "regulator," don't forget Castoria. Just give more liberal doses.

For the protection of your children of *any age*, for your own peace of mind —keep a bottle of Castoria always on hand. Every drugstore has it.

Fletcher's CASTORIA

LOOK YOUR BEST

(*Continued from page* 49)

breeds in those oily accretions, and causes pimples. Your first choice of a toilet preparation should be a cleansing agent.

If your skin has any tendency to coarse pores or oiliness, or if you have blackheads and eruptions, never fail to wash your face with warm water and soap at least once every day, preferably at bedtime. Many authorities recommend a daily soap-and-water cleansing even for dry skin. Other specialists suggest that a dry, flaky skin should be cleansed only with a cream. Whether you use a cleansing cream *instead* of or *besides* soap and water will depend on the reaction of your skin. Try both ways for a week or two and see which method is right for your complexion.

A cleansing cream is a very light, soft cream. It is made of oils with a low melting point; it breaks down, melts, at skin temperature. This is important, for this cream is intended to soften and loosen the heavier fats that clog the pores. If you use for cleansing a stiff, waxy cream that must be worked into the skin, there is a possibility that you will work the dust and powder on your face deeper into the pores. For cleansing, you want either a liquid or a cream that liquefies easily. Apply it lavishly and smooth it quickly over your face and neck, to pick up dust and impurities. Wipe it away and make a second application. Such a cleansing, morning and night, will help to keep your skin clear, your pores normally active and fine.

SKIN FOOD: With this type of cream there should be no need of massage. But, on the other hand, your skin will be benefited by manipulation that provides exercise and stimulation for the tissues. Massage encourages swift, regular circulation and brings a cleansing, nourishing blood stream to brighten and strengthen your skin tissues from within. When circulation is slow the complexion is muddy, sallow. The muscle fibers which control the skin tension go flaccid as old rubber bands, and your face falls into lines. When the circulation through the skin is eager, swift, your complexion has tone, firmness, pliability—you look young.

As a medium for massage you need a different type of cream, stiffer than a cleansing cream. For this cream should be worked into the skin with deep, telling strokes. Begin at the base of the neck, and knead and stroke the throat upward, to hurry the blood along in the arteries that supply the face and hair. Begin at the point of the chin and mold and pat along the jaw to the ears, diagonally across the cheeks to the temples, upward past the mouth corners, lifting them from their droop. This need not take five minutes, and is worth the time.

Creams for this purpose are called variously nourishing creams, tissue creams, molding creams, skin · foods, wrinkle creams, etc. You will recognize them by their consistency, their resistance to pressure, their slowness in melting. The regular use of such a cream does two things. It encourages good circulation in the tissues, and it supplements the natural oils of the skin. It keeps your skin cells sapful, and your skin smooth and flexible. It prevents flaking, roughness, and the withered lines resulting from dry skin.

VANISHING CREAM: A third type of cream is also easily recognized by its texture and consistency. This is the vanishing cream, called also, sometimes, a finishing or beautifying or foundation cream. It is feathery, like a stiffly whipped lather. Indeed, many vanishing creams have a soap-like base. They have a pearly opalescent look. If you have a jar on hand too long it may dry out, but by adding a little water and stirring vigorously you can often whip it back to its original foamy lightness. This kind of cream is generally greaseless or contains only a small percentage of oil.

A little of this type of cream, smoothed into your skin till it vanishes, gives the skin a bloom that is very attractive. It smooths out any roughness in the skin, lays a concealing film over blemishes and irregularities and makes a velvety surface that is perfect for powder. This cream provides protection for your skin, too. It prevents sunburn or windburn. It keeps dust and make-up from entering the pores. Many dermatologists recommend the use of a vanishing cream under rouge. It is not in any way corrective, but it protects to a degree and is becoming in effect.

COLD CREAM: Thousands of women, bewildered by the confusion of the more specialized creams of recent development, cling with faithful loyalty to a cold cream. From the chemist's viewpoint, a cold cream is one which contains a high percentage of water. As you smooth a cream of this type on your skin, it feels cool because of the evaporation of the water in the cream. This cream is also of light texture. In consistency it stands generally somewhere between the specially formulated cleansing creams and the heavier massage creams. For this reason you can use a cold cream with good effect for both purposes. When you use this one cream for both needs, however, always make two applications. Smooth cold cream over your face and neck once to remove dust and make-up. Wipe it away with soft tissues. And then apply a fresh dab of cream to be massaged deeply into your skin.

DOUBLE- AND TRIPLE-PURPOSE creams: Chemists are constantly improving toilet preparations. As a result, there are frequent additions to the creams offered you on every side. Some of them fall easily into the classes I have indicated. Some of them bridge these groups and combine the purposes and benefits of cleansing-emollient, emollient-finishing, and even in some cases are combinations of cleansing-softening-finishing creams in one. Read the advertisements, labels and booklets describing a cream, and compare the descriptions with the little "cream survey" I have given you here, and you will be guided, I hope, to choose the type of preparation best suited to your needs. I will tell you in detail next month how to use them quickly and effectively in your busy days.

Mothers—

Are Your Children Dressed for Cold Weather?

HAVE you provided them with the warmer underwear and sleeping garments they need now? You won't have to coax or cajole them to change to the new winter style Minneapolis "M" garments. They measure up to the "young modern's" idea of correct style, complete comfort and tailored fit. Made of high grade soft knit fabrics with flat seams. Deep curtain behind drop seat prevents gapping at sides. Boys and girls styles in plain union suits and waist union suits.

Minneapolis "M" Flannelette Pajamas are offered in one and two piece garments in a variety of styles and patterns. For the younger children, "M" Bi-Knit Sleepers provide utmost protection and warmth. Baby's comfort is assured in the "M" Foldover Shirt.

The Minneapolis "M" label is your guarantee of satisfaction. Look for it at your Dry Goods store. If you can't find the garments you want, write us.

MINNEAPOLIS KNITTING WORKS, Minneapolis, Minn.

M GARMENTS
The PERFECT UNDERWEAR *for* CHILDREN

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

HERE IS THE OPINION OF AMERICAN DENTISTS

as to the kind of dentifrice

WHICH IS BEST FOR YOUR CHILD

NO DOUBT you sometimes wonder if your child's teeth are receiving the best of care. The food he eats, how important. Regular visits to the dentist. The tooth-paste you select—is it the best for your child? * * You see dozens of different dentifrices in every drug store—you read so many conflicting theories. What is right? E. R. Squibb & Sons asked a leading research institution to make an investigation among 50,000 dentists in order that this question might be answered by the highest authorities. Here is the summary of the replies received:

95% of the answers stated that germ acids most frequently cause tooth decay and gum irritation.

95% of the answers agreed that the most serious trouble occurs at The Danger Line, where teeth and gums meet.

85% stated that the best product to prevent these acids from causing decay and irritating the gums is Milk of Magnesia.

Squibb Dental Cream is made with more than 50% Squibb Milk of Magnesia. So isn't this assuring evidence that Squibb's will protect the teeth and gums of your child? * * Squibb's cleans beautifully and safely. It contains no grit, no astringents, nothing which might injure. Get a tube from your druggist. Use Squibb's yourself. Follow the opinion of thousands of dentists in selecting your family's dentifrice.

Copyright 1930 by E. R. Squibb & Sons

SQUIBB DENTAL CREAM

GUARDS THE DANGER LINE

Science Saves the Baby

(*Continued from page 26*)

D deficiency usually become manifest the second half of the first year unless the mother has been on a rachitic dietary. Equally rare is it for any of the other deficiency diseases due to specific lack of one of the vitamins to appear before the second half of the first year of life. In other words, the infant acquires from the mother those substances specifically protective of disease, thereby reducing the hazards of the transition from the well-regulated intra-uterine medium to the random environment of mankind.

Debilitated newborn babies require the height of refinement in medical and nursing skill. With premature infants or twins the pediatrician is confronted with the problem of completing an immature infant, of providing for it those substances which it failed to obtain from its mother during the last three months of perfection in utero. It is then maintained at constant temperature by an incubator, by milk dropped into its mouth with a special feeder, by glucose solution given between feedings for available energy, by irradiation with ultraviolet light to harden its bones and by keeping it immaculate to protect it from germs. So many things must be done to approximate crudely what Mother Nature does automatically!

The normal newborn infant thrives, provided he is gradually adjusted to his new heterogeneous environment. The first weeks of his life are concerned with mere vegetative maintenance. Nature provided breast milk to fulfil the nutritional functions in a form suited to the infant. But artificial feeding is equally suitable in the hands of a modern pediatrician conversant with the newer methods. Hand feeding has been reduced to a simple science. We now know the functions of each of the constituents of milk and can manipulate them for each infant according to his needs.

Babies are no longer fed exclusively on milk during their first year, but milk is supplemented with solid foods. Their diet includes fruit juices for their vitamin C content, cod-liver oil for Vitamin D to accelerate bone formation, vegetable water to regulate bowel function.

THE FOODS tolerated by infants are relatively many. Fluid feeding has been resorted to from time immemorial during the first months of life because of the absence of teeth. As teeth appeared the jaw pressure increased and solid food was gradually added. But experience reveals that infants digest food in the semi-solid state superbly. The gastric acidity and the intestinal secretions necessary for the digestion of a great variety of foods have been found to be requisite for such demands. In fact, modern methods of food refining have developed foods in a form well tolerated by young infants. But the food tolerance of the individual baby should always be evaluated by a pediatrician for optimum metabolism, growth and development.

Each food offered an infant is a composite of previous animal or vegetable matter having a variety of nutritional

functions in the diet of the growing infant. Hence food has specific physical, chemical and physiological value for growth provided it is tolerated. Experience teaches that many solid foods are taken with advantage early in infancy. For centuries, infant feeding has varied, proceeding from one extreme of liquid feeding to the other of exclusive solid feeding. Today we are concerned with the latter method of infant feeding. The introduction of semi-solid feeding early in infancy is too delicate a procedure in the hands of mothers and nurses without the supervision of the pediatrician.

THE FIRST YEAR of a baby's life has always been regarded as a critical and hazardous time. But scientific medicine is performing miracles in reducing the hazards of infancy. A whole gamut of afflictions that formerly attacked the infant are now under control. Strict asepsis and careful technique now protect the newborn from infection. Early hemorrhagic tendencies are controlled by intramuscular infusion of blood. Alimentary disturbances are decreasing with more rational methods of feeding. And early manifestations of indigestion are more readily diagnosed and treated, preventing such after effects as acidosis and alkalosis. A word here concerning acidosis—a word frequently misused and misunderstood. Acidosis is a symptom of certain diseases in which there is a depletion of basic salts and sugars of body tissues. As a result there is a shift to the acid side of body equilibrium. It is a condition favoring disease progression and so sugar-laden fruit juices are offered at the onset. Alkalosis is the reverse condition but relatively infrequent. Both are states of exhaustion of sensitive body regulation and must be guarded by the physician.

Rickets in babies is prevented by the early administration of cod-liver oil and ultraviolet light. And now irradiated ergosterol, one drop of which suffices for the day's protection. Scurvy is prevented by fruit juices in the baby's diet from birth on.

Doctoring babies requires a sixth sense. And yet it is usually a less difficult problem than caring for adults. Babies reveal their state of disease characteristically. In fact, those with the same disease look alike. There are none of the adult complex mental states to blur the picture. And none of the misrepresentations of ill-feeling. A baby presents an honest picture of his affliction and the mother's watchful devotion makes for careful observation of what has preceded the illness.

While medical science contributes much to the baby's welfare, the mother must do her share. To begin with, she should be prepared to nurse her newborn. While both breast and "hand-fed" infants are susceptible to infection the resistance of the breast-fed is far greater than that of the hand-fed. Breast milk is of particular value during the first few months of life when the infant's digestive capacity is small, when he is susceptible to nutritional upsets, when the range of nutritional safety is at a minimum. Breast feeding for three months only will accomplish wonders in protecting the baby (*Turn to next page*)

On frosty mornings . . .

Cold milk...br-r-r-r, how uninviting it is, on chilly mornings! Yet you can't let your children go without that nourishing milk. What *can* you do? *Take these three steps! . . .*

1 *Put a level teaspoonful of Instant Postum in a cup.*

2 *Fill the cup with hot (not boiled) milk.*

3 *Stir, and sweeten to taste . . . and a delicious drink is ready!*

. . transform cold milk into this cheering hot drink

FOR CHILDREN . . .

YOUR children will *love* Instant Postum made with hot milk! It's such a "grown-up" drink—golden-brown in color, and simply *delicious* in taste! Even children who don't like "plain" milk, welcome this mealtime treat.

At breakfast to-morrow, let your children get acquainted with Instant Postum made with milk. You can let them have as much as they want, for this milk-drink is not heavy or overrich, but just as safe and wholesome as plain milk. It combines the nourishing qualities of milk with the wholesomeness of whole wheat and bran, from which Instant Postum is made.

Doctors, dietitians, and teachers approve Instant Postum made with milk. It will help your children . . . and here's a little hint: *you'll* find this drink a splendid aid to sleep, if you take a cup just before retiring. Perfectly safe, too, for Postum contains no drug or any artificial stimulant.

Postum costs only one-half cent a cup—adding very little to the cost of plain milk. We will be glad to send you a week's supply, *free*, as a start. When you need more, you'll find that your grocer sells Postum.

Your grocer sells Postum in two forms. Instant Postum, made in the cup by adding hot milk or boiling water, is one of the easiest drinks in the world to prepare. Postum Cereal must be boiled, but is also easy to make.

© 1930, G. F. CORP.

Postum

A Product of General Foods Corporation

MAIL THIS COUPON NOW!

P—P.M. 11-30

POSTUM COMPANY, Inc., Battle Creek, Mich.

Please send me, as a start, without cost or obligation, one week's supply of

INSTANT POSTUM.....☐ *Check which you prefer*
(prepared instantly in the cup)

POSTUM CEREAL.....☐
(prepared by boiling)

Name_____

Street_____

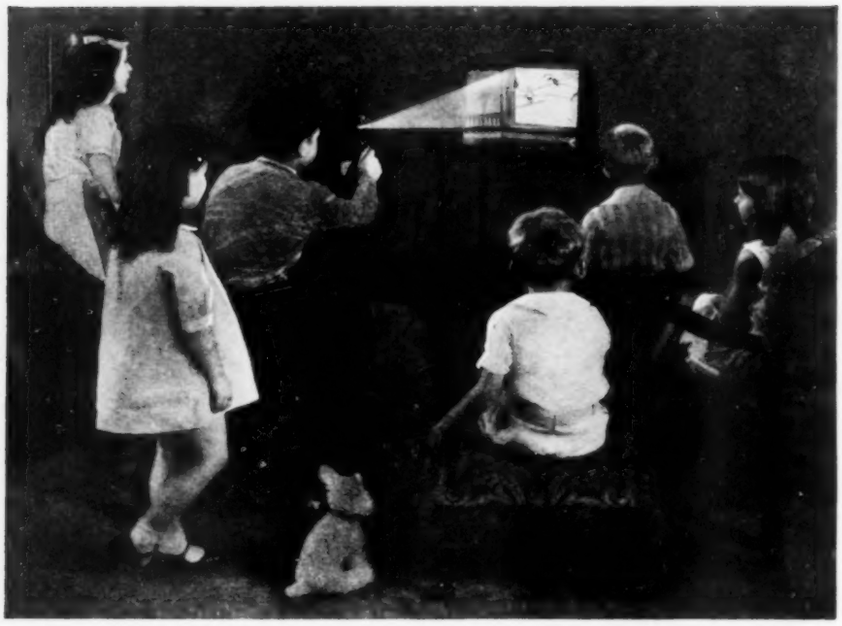
City_____ State_____

Fill in completely—print name and address

If you live in Canada, address *General Foods, Limited*, Sterling Tower, Toronto 2, Ontario

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

With this Christmas Gift there are YEARS OF FUN Ahead



PERHAPS the biggest problem of Christmas gifts for children is selecting one that is certain to hold their interest for months—even years—to come. You'll find a happy solution in Kodatoy!

Kodatoy is a movie projector for children—made by the world's largest manufacturer of home movie equipment. Kodatoy is strongly constructed . . . mechanically simple . . . perfectly safe. Any youngster can thread and operate it with ease.

There is nothing "toy-ish" about the pictures Kodatoy projects. They are clear and flickerless. A miniature theater comes with the projector and adds much to the fun of a playroom movie show.

Kodaplays are specially selected 16 mm. Safety Film subjects for use with the Kodatoy. They offer a wide range of instructive and entertaining subjects suitable for children. Kodaplays are priced at 30, 60 and 90 cents.

Kodatoy, complete with theater, costs but $12. When you visit a leading Kodak dealer, toy or department store—ask to see Kodatoy demonstrated. You'll recognize it as the ideal gift.

EASTMAN KODAK COMPANY

ROCHESTER, NEW YORK

Science Saves the Baby

(*Continued from page 53*)

against the danger of infection. Even if the infant is offered one-half of the required food in the form of breast milk it is difficult for him to be upset. The character of the breast milk is determined by the nutrition of the mother and that should be regulated by the physician in order to insure a composition of milk adequate in all the nutrients required for the growth and development of the baby.

The feeding of an infant should always be regulated by a physician. While the feeding technique has become simplified with scientific advance the basis of nutrition is too complicated to be manipulated by the untrained. The nutritional care of the baby the first year of life is an index of the future stamina of the child and should be supervised regularly by the pediatrician.

Sleep is the infant's chief activity for about 20 hours of the day when undisturbed and not hungry. It is indispensable for the repair of body tissues. The sleeping period gradually diminishes so that by the end of the first year it equals the waking period.

FRESH AIR and sunshine are indispensable to the baby. He should have a room of his own which is sunny with a southern exposure, if possible, well ventilated and a temperature about 60 degrees F. Babies may be taken out every fine day summer and winter. At first they should be outdoors for short periods of time and protected from wind or sun. It is best to accustom the baby gradually to being out of doors. Sunshine and air have such a marked tonic effect upon the body musculature of the baby that its nutrition usually shows marked improvement during the summer. It is well to expose as much of the baby's body as possible to enable him to absorb ultraviolet rays and to be stimulated externally by air currents. Growth is considerably enhanced by natural exposure of the body to the elements under favorable conditions.

The function of clothing is to assist the skin in the maintenance of normal body temperature with a minimum of discomfort. Even the minute details must be guarded. It should be uniformly warm, soft and light. It should be loose and not exert any undue pressure on any part of the infant's body. It should be warm, because babies waste a great amount of nerve energy and their heat-producing powers are feebler than those of adults. The protection by clothing should be uniform all over the body to prevent upper respiratory infections because marked differences in the temperature of the body surface are most conducive to the acquiring of "colds." Mothers should be careful to see that they do not make the common mistake of over-dressing and over-bundling the baby with the result that he suffers from heat. A sensible amount of clothing is all that is necessary. Abdominal bands are customary for the protection of the dressing of the cord. They are unnecessary when the navel is healed. They are usually too tight against the abdomen

not to interfere with the digestion of the relatively small stomach of the baby.

Cleanliness, internal and external, constitutes the basis for the maintenance of child health. Babies should have one bath a day and delicate infants a sponge instead. The temperature of the bath should be about 90 degrees F. It is a good idea to sponge the child after his bath with boric acid water in order to leave an acid film over the skin. The bath duration should be no longer than five minutes and the drying rapid and thorough. A cold water shower may be gradually introduced in the baby's regime, but always with caution. Cold water from a big sponge may be applied from the shoulder down after the warm water and the baby taken out and dried thoroughly. It is stimulating to the nervous system and the circulation and has enough effect on the muscle tone to favor better appetite.

The baby's face, especially his eyes, should be washed with lukewarm water either before or after the bath. Mouth cleansing should be avoided because of possible injury to the mucous membrane. Only after all the incisors have appeared should the teeth be cleansed, first with a soft lint cloth and later with a soft brush.

Answers to Tests

(*See page* 20)

TEST I

For children 5 to 7

(1) An animal. (2) Happy. (3) An orange. (4) When we run. (5) Monkey. (6) Hens worms. (7) Two times a day. (8) Giraffe. (9) Soap and water. (10) An airplane.

TEST II

For children 7 to 10

(1) No. (2) Autumn. (3) Water. (4) Five. (5) Yes. (6) Left. (7) No. (8) To stand. (9) Any one. (10) Both weigh the same.

TEST III

For children 10 to 14

(1) Baseball. (2) You were here. (3) A ton. (4) The tusks of elephants. (5) John and Bill. (6) Parents to verify. (7) Twenty-nine. (8) Once a month. (9) The first. (10) A flat-bottom rowboat.

TEST IV

For children 14 to 18

(1) Wall Street, New York. (2) Thackeray. (3) A butterfly. (4) Drought. (5) Euclid. (6) Five cents. (7) Typhoid fever. (8) Woodrow Wilson. (9) After. (10) No.

Five-year-old Betty was so much interested in the information tests for children in the last number of THE PARENTS' MAGAZINE that when we finished asking her those suitable for her age she wanted more. So her Daddy thought of others similar and pretended to read them, too, when suddenly she said, "Now let me take the magazine and see if I can think of some to ask you."—*Mrs. J. F. F., Elgin, Ill.*

Modern mothers know good teeth and good health often go together

THE diet that builds good teeth builds strong bodies, too. Good teeth-cleaning habits help foster general habits of cleanliness which have a mighty bearing on health. In a word, there is more to dental care than meets the eye.

The modern mother knows that regular visits to a dentist are vital. She knows that plenty of milk, fruits and green vegetables must be included in every day's diet. And she has found that, for cleaning, Colgate's has no equal.

Colgate's is safest for children's teeth because it contains only those ingredients which *clean*. It isn't intended to cure or prevent diseases of mouth or gums. The best dental authorities agree that no dentifrice can do this . . . and that medicaments intended for any purpose other than cleansing, may be harmful . . . they may upset the bowels or the digestion.

Dentists, physicians and men of science approve Colgate's. Their opinions are based on tests. You can well abide by their findings. Trust your children's teeth to Colgate's . . . and always watch the three big D's.

Free—to all mothers

The Colgate Clean Teeth Chart records each daily brushing. And a reward is promised to the child who cleans teeth regularly. Parents and educators say this method works wonders—for it appeals to the child's play instinct. Try it. Mail this coupon. We will send you a free chart for each child, together with a free trial tube of Colgate's to start on at once.

Colgate, Dept. M 906 P.O. Box 375
Grand Central Post Office, New York City.
Gentlemen: Please send me "Clean Teeth Charts" and free trial supply of Ribbon Dental Cream for.....children.

Name.....Address.....

City.....State.....

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

1930 is the 150th anniversary of Walter Baker & Company

Just one change in Tommy's diet *and his weight began to go up*

TOMMY was 8 years old and 5 pounds underweight. "If he were my child," said the young family doctor, "I'd give him the same food drink that my parents gave me when *I* was a youngster, and which *your* parents probably gave you."

So, Baker's Cocoa prepared with milk became part of Tommy's daily diet. From the very first week, the bathroom scales showed his weight to be on the increase. His parents were pleased, of course—but even more enthusiastic was Master Tommy, who didn't care two marbles' worth whether his weight went up or down, but had quickly decided that this rich flavored, chocolaty drink couldn't be served too often to suit him.

In fact, Tommy's only worry was that when his weight returned to normal, his parents might possibly remove the new treat from his daily bill of fare.

A needless worry indeed, for Baker's Cocoa prepared with milk is an ideal food drink for *every* growing child.

Baker's Cocoa prepared with milk not only provides, in wonderfully tempting garb, all the bountiful benefits of milk, but the added nourishment of Baker's Cocoa, itself.

In each cupful are contained precious carbohydrates, proteins, phosphorus, calcium, vitamin A, vitamin B — all those indispensable food elements which a growing youngster needs so vitally, yet often fails to obtain in sufficient amounts.

Next time you're buying cocoa, remember that in a recent survey, 77% of the dietitians, professional nurses, editors of women's magazines said, "Baker's Cocoa is best."

Baker's Cocoa is made from the choicest cocoa beans that grow in the West Indies. It is blended with unique skill derived from 150 years of experience. No wonder its chocolaty goodness is so matchlessly smooth and mellow. No wonder that many grown-ups drink Baker's Cocoa simply for the sheer pleasure of its flavor. Are you serving it regularly in *your* household?

Write for 60-page illustrated Cocoa and Chocolate recipe book: Walter Baker & Co., Inc., Dept. F-11, Dorchester, Mass. If you live in Canada, address: General Foods, Ltd., Sterling Tower, Toronto 2, Ont.

BAKER'S
Reg. U. S. Pat. Off.
COCOA

A Product of General Foods Corporation

© 1930, G. F. Corp.

Health Needs of the School Child

(*Continued from page 25*)

children, and these are usually program-fillers shown in conjunction with adult entertainment offering too much of excitement or sophistication. But the real point to be made in connection with the school child is that motion pictures in the evening are to be avoided. Children cannot successfully combine late hours with school work and maintain their health.

Children's parties should be held in the afternoon. Children should not be dragged out to accompany adults at bridge parties or other evening functions. Even if they are put to bed at the home of the host, rousing them to go home disturbs their rest.

THE CHILD is also entitled to constructive provisions for his amusement. These will naturally take the form of toys. There is such a bewildering variety of toys today that little if any excuse exists for not providing a child with those which help him develop his natural abilities and express his personality.

The feeding of children after they pass the stage of infancy rarely receives the attention it deserves. In this field as well as in those of sleep, play and recreation, there are both positive and negative commandments. The first thing to avoid is irregularity in eating. There should be no eating between meals or before going to bed unless there are special orders from a physician. The meals should be planned to furnish a well balanced diet. Simple food, well cooked, with variety from day to day but not too much at any one meal, with plenty of vegetables, milk, butter, eggs, cereals and not too little meat or its equivalent, is the proper diet for children.

As a part of the diet, candy must come in for discussion. There are those who place an inflexible taboo on it. This is foolish, for a child will have candy, and had better have it under supervision than out behind the garage. Provide it for him, and see that he has it in small quantities—the best time is at the end of a meal. Then it becomes part of the food and at the same time satisfies the child's hunger for sweets.

The clothing of the child is important. It need be neither expensive nor elaborate. The proper clothing for a child consists of indoor garments of sufficient number and weight to keep him warm and comfortable at the usual temperature of the schoolroom, which in any but the most primitive schools may be assumed to be from 68 to 70 degrees—more likely higher than lower, unfortunately. There should be a proper number and kind of outdoor wraps to protect against the prevailing weather. It is useless and dangerous to put a child into a standardized set of winter outdoor clothing according to the calendar and keep him in it on the same basis. The dress of the school child should be governed by the temperature, not the month.

Children's clothes must be comfortable. It is best to have them designed to be supported from the shoulders, and to omit belts except those which exist for ornament and not utility. All tight places need to be avoided, not only belts but

round garters or tightly fitted garments. Free motion is essential to good posture and free circulation of blood.

It seems almost useless, in this day of rush and bustle, to point out the need of protecting our children from over-excitement. And yet it is just because of our modern tendency to keep on edge that the advice takes on extraordinary importance. Reference has already been made to the necessity of keeping the child's program free from the extra burdens of training in accomplishments which in themselves are delightful but which may react unfortunately upon the child. One of the potent reasons why these should be held down is that they create too much excitement, especially as the time approaches for public exhibitions. Often these affairs end in antisocial outbreaks, so humorously described by Booth Tarkington in his study of the mind of Penrod, a study as psychologically profound as it is charming. For these occurrences the child is blamed, when the censure should fall where it belongs, upon the unwise adults who strained the child's power of self-control beyond endurance. Keep the child's pleasures simple and natural.

Last, but by no means least, is a necessity which cannot be provided *per se*, but which arises out of the proper and skillful blending of all the others. The child needs a happy and contented home life. Without it he cannot succeed in school or anywhere else. This implies physical well-being with all that is contributory to it, but physical well-being alone is not enough. It means a feeling of security that all is well, that he is appreciated in the home and is a necessary part of it, that his success inspires pride and his failure does not invite condemnation if he has played the game fairly and to the best of his ability.

How can the parent, eager to do the best in his power for his children's health as well as in every other way, but without medical or psychological training and dependent upon his own judgment—how can such a parent be sure that his children are getting these health essentials in proper proportions? There is only one way, and that is by an annual health inventory. This list of health essentials, closely scrutinized, reveals two kinds of requirements, the physical and the environmental, the latter having to do with hygiene of living rather than with physical surroundings.

AN INVENTORY of the health of the child should include examination first for physical characteristics. If it stops there, it has missed some of the most important factors. A child with a robust body today may be living in a way that will impair that splendid health within the next five or ten or fifty years. It is part of the duty of the health examiner to ferret out these errors of hygiene and attempt to correct them before they have crystallized into unbreakable bad health habits. In theory, the ideal place to get such an inventory is from the family doctor, but before that end can be attained, the lay public must realize the need and the medical profession prepare to meet it. In the meantime, leadership devolves upon the communities; they must look into the future, building for tomorrow.

ALEXANDER LEVENTON

WITH a Graflex Camera Mr. Leventon, a well-known musician, made this portrait of his own son.

This picture he proudly called "Portrait of a Russian Boy"—and within the short period of a year it has been accepted by twenty international exhibitions of photography.

It won the famous Stephen Tyng award of the Royal Photographic Society of London; first prize in the "Photo-Era" competition in this country; and the silver medal at the International Salon of Photography at Dublin, Ireland and Chicago.

Home Portraits ...artistic...expressive...are made with the Graflex Camera.

In years to come—remember—the portraits you make now will be truly precious to yourself and your family.

GRAFLEX

FOLMER GRAFLEX CORP. ...ROCHESTER, N.Y.

FOLMER GRAFLEX CORPORATION, *Dept. 84*, ROCHESTER, N. Y.
Please mail booklet, "Why a Graflex?" . . . which describes how more interesting photographs are made with a Graflex . . . to name in margin of this page.

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

Style BUDN
(at right)
Fall and winter weight. Dutch neck, short sleeves, trunk leg, waist union suit for boy or girl. Bleached, fleeced, knitted fabric. Taped front, back and sides. Non-rusting pin tubes. Taped buttons. Sizes 2-3 to 12-13. Price, $1.00 a garment. *Style BU*—Same as above with long sleeves, ankle length.

Style Y/KD
(at left)
For boys — heavyweight waist suit, cream tinted, part wool, rayon stripe, fleeced fabric. Dutch neck, short sleeves, trunk leg, pin tubes, pearl buttons, drop seat. Sizes 2-3 to 12-13. Price, $1.00 a garment. *Style Y/AD* — Same as above, but ankle length.

REG. U.S. PAT. OFF.

Nazareth
CHILDREN'S UNDERWEAR

The French panty styles in children's underwear will continue in vogue right through the winter.

Nazareth offers, through leading retailers, these popular suits in various knitted fabrics for cold weather.

Aside from the comfort and freedom these suits give to the wearer, they can be worn with junior styles of today because they do not show below outer garments. We also make ankle length, long sleeve suits for wearing in extremely cold climates.

To be sure of getting Nazareth quality underwear for boys and girls, look for the Nazareth label. If your retailer cannot supply you, write for catalog, mention dealer's name and we will see that you are supplied.

Catalog sent on request

NAZARETH WAIST CO.

366 Broadway Dept. C. New York

Mills at Nazareth, Pa.

Style HS
(at left)
Infant's shirt. Fall and winter weight, cream tinted, part wool, rayon stripe, fleeced fabric. Sizes 1, 2, 3, 4, 5, 6. Also made in pin back and tie-side styles. Price, 50 cents a garment.

Style P/1
Fall and winter panties. French style trunk leg, cream tint, rayon stripe, part wool. Elastic waist band. Sizes 1, 2, 3, 35 cents a garment. Sizes 4, 5, 6, 50 cents a garment.

Style G/TW
(at right)
For girls. Fall and winter weight, bleached cotton fabric, rayon stripe, short sleeves, trunk leg. Sizes 2-3 to 12-13. Price, $1.00 a garment. *Style GT*—Same as above but in tinted, part wool fabric, rayon stripe.

Junior Fashions

(*Continued from page 32*)

red as well as many smart combinations.

With fashion experts declaring that this is to be a woolen season for the grown-ups, we find a wealth of splendid new woolens suitable for junior and children's garments, too, and the amazing part is the fact that the most attractive patterns are very inexpensive. Jersey has become a hardy perennial for coats, suits, frocks, and sweaters, the weight depending upon the garment. And that reminds me of a new jersey that's as light as silk, and comes in practically every available color—adorable for frocks.

Miss Fourteen will be sporting one of the new tweed costumes, that are so smart and practical for school and general wear. The frock may be of a contrasting or matching jersey, combined with the tweed, or of the tweed itself. This is a practical fashion and one that spells good taste, for the home dressmaker can readily top off this costume with a matching beret. Sheer wool crêpe, novelty challis, and lightweight woolens will be found smartest for the classroom this winter. Corduroy, in either a wide or narrow wale effect, vies with velveteen in the youthful wardrobe.

The Involuntary Tribute

IT IS WELL for parents always to remember that preaching truthfulness is of no great value as a means of instilling a love of truth in our children. Nor is a consciously assumed admiration of veracity on the part of the characters in history or in fiction a very potent aid. It is remarkable how clearly children see through the motives of their elders who are trying to influence them, and how keenly they object to "being done good to" in this way. An involuntary or unconsciously shown admiration for the virtue that we wish to inculcate is far more impressive. Doctor Richard C. Cabot of Boston gives a bit of testimony in this connection that is significant. He tells us, in recalling some of his childhood impressions, that he does not remember having been much moved by things that his well-meanjng elders told him were worth admiring. What impressed him most was the thing that moved those elders spontaneously to express their feelings. For instance, a beautiful sunset, a tale of courage or steadfastness, a moving incident observed in daily life, that called forth from one of his parents an involuntary tribute—that was the thing that moved him, and impressed itself indelibly upon his mind and heart as something to be treasured. It sometimes seems a little difficult to move some of us cynical adults with a genuine admiration for a bit of sterling honesty, like that of him that sweareth to his own hurt, and changeth not; whereas it is not unusual for us to laugh an amused laugh at the bit of sharp practice, the adroit turn in business, the shady transaction that turns out successfully. It is no wonder, therefore, that our children find their admiration stirred by the same kind of thing that evokes the involuntary tribute in ourselves.—*Dr. Frank H. Richardson.*

Out of the MOUTHS of BABES

One dollar will be paid for each child's saying published in this department. Unaccepted contributions will not be returned

• • •

CHARLES, at five, was carefully admonished for repeating several loose words picked up from older children. Sitting unusually still one morning, he said to his mother, "Don't ever pay any attention to those words when I say them."

"But I can't help it," replied his mother.

"Very well, then," said Charles, "go ahead, and the next thing you know, you'll be saying them yourself!"—*Mrs. J. B. M., Durham, N. C.*

SIX-YEAR-OLD Harold had some trouble with a neighbor's children. That night, after he had gone to bed, his mother asked him if he had said his prayers. "And did you pray for the heathen too?" she asked.

"Yes," he answered hesitatingly, "all but the three next door."—*W. L. C., Miami Shores, Fla.*

AFTER Sunday school little Jacqueline said her teacher told her all about See-Saw Margery Daw. Not seeing the connection between the lesson and the nursery rhyme, I questioned her. She replied, "Why, Jacob and Seesaw were brothers!"—*Mrs. J. S., Cedar Valley, Ont.*

WHEN Bobby returned from his first day of school I asked him how he liked it and he said, "Oh, it's all right, but I'll never learn anything."

"Why, don't you like your teacher?"

"Yes, but she don't know anything. She asks the kids and they don't know either."—*Mrs. H. B. R., Vaughn, N. M.*

CONSTANCE was out riding one late afternoon when her cousin started a discussion about fairies. In the midst of the discussion her cousin suddenly asked, "Constance, do you believe in fairies?"

"No," answered Constance, without a moment's hesitation. "I don't, but my teacher does."—*Mrs. H. U., New York.*

EMILY, aged three and a half, used to suck her thumb. Her mother and she were shopping one afternoon when her mother said, "Emily, remind me to get some thumb tacks."

"What for, Mother?" asked Emily. "Don't you know I've quit sucking my thumb?"—*Mrs. A. F. R., Greenville, Ala.*

LITTLE SISTER, two and a half, was being rushed through her bath one day and was about to be slipped into her nightie.

"Mother, you didn't wipe my tuffet dry," complained Sister.

"Your tuffet!" asked Mother. "Where is your tuffet?"

"Little Miss Muffet sat on her tuffet," recited little sister in a perky voice.—*Mrs. D. H. T., Long Beach, Cal.*

At the Bottom of the Bowl!

THERE HE IS...the happy Bunny...waiting at the bottom of the bowl, just to say good morning when the cereal is all gone. What a treat for little folks to eat their Ralston Whole Wheat Cereal from the "Find the Bottom Bowl," and how they love to play the game of finding the bunny at the bottom of the bowl!

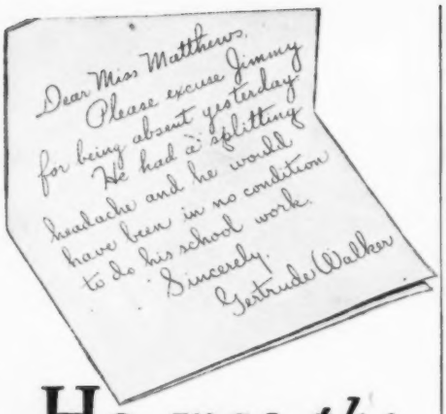
Ralston Whole Wheat Cereal is the pick of Nature's sun-kissed wheat...nut-brown in color...granulated to give it a velvety creaminess. There's nothing added...just pure golden-ripe whole wheat...chock-full of what it takes to make chubby arms and hands...bright, twinkling eyes...sturdy little legs...busy little bodies sound and fit.

Ralston Whole Wheat Cereal is always a good beginning of a day for little folks and big folks, too. You'll know Ralston Whole Wheat Cereal by the Checkerboard on the package...you'll remember it for its sweet, wheaty flavor and downright morning goodness.

RALSTON PURINA COMPANY, 792 GRATIOT ST., ST. LOUIS, MISSOURI

How to Get a
"FIND THE BOTTOM BOWL"
Send 25 cents in stamps with one Ralston package top and a "Find the Bottom Bowl" will be sent to you by return mail, prepaid.

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.



He *was the* Cham-p-e-e-n Note Carrier

"JIMMY had a headache," mother's note said. "Will you please excuse him?" Another day lost at school. Another blush of shame as another note is carried. Cruel the whispers and sharp the comments of his mates. Right there a splendid character may be spoiled in the making.

Insist, you mothers, that your children be "regular"—that they have at least one thorough bowel movement every day. Waste matter not removed promptly sends intestinal poisons through the system.

Then Nature flashes the danger signals. Headache, loss of pep—sometimes temperature. The child stays home from school. Another day hard to make up!

When your child is not "regular," give him Ex-Lax—the safe and gentle laxative. Children delight in its chocolate flavor. The youthful system welcomes its gentle yet effective action.

Ex-Lax never gripes. Ex-Lax forms no habit. Ex-Lax causes no embarrassment. It's just as good for grown-ups, too. Millions have found Ex-Lax priceless—yet it costs but a few cents.

Keep "regular" with

EX-LAX

The *safe* laxative

that tastes like chocolate

Free SAMPLE COUPON

THE EX-LAX COMPANY, Dept. P.M.-110
P. O. Box 170, Times Plaza Station, Brooklyn, N.Y.
Kindly send me the free sample of Ex-Lax.

Name .....

Address .....

City ..... *State* .....

© 1930 The Ex-Lax Co.

Your Adolescent Girl

(*Continued from page* 17)

time for the noon meal and the hours for study, and home work and outdoor play. Unless this is so, signs of fatigue and twitching of the small muscles may develop along with any of the habits so familiar to teachers—nail biting, grimaces, blinking, shoulder twitching, stammering, and so forth. Usually there is back of these habits much more than meets the eye: strain in the home environment, difficulties of self-expression, timidity, and other difficulties. Yet it is safe to say that the health factor enters in and an inventory of her physical assets and liabilities should go hand in hand with any psychological study of the girl.

THE DIET of the girl approaching and in her teens should be as carefully supervised during these years as when she was an infant. It is just as important. Both boys and girls of this age need the simplest, most wholesome of foods. These are whole grain cereals and breads, butter, milk, eggs, fruits and green leafy vegetables with meat, fish, chicken or liver once daily. Coffee, strong tea and cigarettes are stimulants only and not good for the adolescent as they tend to intensify such conditions as hyperthyroidism, irregular or rapid heart. Quiet is more often needed at this age than any urge toward excitement. Nature unaided usually produces enough in the way of stimulation.

If a girl at this age tends toward overweight she may safely omit made desserts entirely and substitute fruit instead. She can do without candies, ice cream sodas, whipped cream dishes and other sweet concoctions. She should, however, continue to drink milk (though it may be skimmed) or buttermilk or acidophilus milk. It is wiser not to diet strenuously, but to exercise more vigorously. Some schools have met the diet fad seriously by giving real courses in nutrition, by teaching the girls food values, and encouraging them to count the calories and to work out safe reducing diets. The markedly overweight or underweight problem comes within the doctor's province and it is not safe for child or parent to attempt its solution unaided.

In certain regions of this country where the iodine content of the drinking water and foods is defective, we look for adolescent goiter. This is an enlargement of the thyroid gland. In the presence of sufficient iodine this rarely occurs. A girl's thyroid seems more delicately susceptible to this lack than a boy's and therefore in any goiter region the number of girls affected far exceeds the boys. Most localities suggest measures now to supply the iodine deficiency. If you note the swelling in the neck, do not at once think that there will be serious consequences. Many such enlargements remain just visible or palpable with practically no other signs. It is best, however, in such a case, to have a physician examine your daughter and allay your fears at once or advise treatment if necessary.

A basal metabolism test gives an indication of thyroid over-activity or lessened action. It should be given when a goiter

7,000,000 gallons of "LYSOL" a year

prevent the spread of infection

▼

SEVEN MILLION GALLONS! That's nearly six *billion* teaspoonfuls of "Lysol" Disinfectant—the usual unit of measure in making up "Lysol" solutions for the killing of germs.

These figures will give you an idea of the part "Lysol" plays—all over the world—in the regular disinfection of hospitals and homes and in the practice of feminine hygiene,

The weight of medical opinion is that nothing has yet been found to take the place of "Lysol," the standard disinfectant for more than 40 years.

Its strength is stable. It does not lose its potency on contact with organic matter. And so powerful is "Lysol" that one little drop will kill 200,000,000 of the dreaded typhoid germs in a quarter of a minute—or 125,000,000 of the B. Staphylococcus p. aureus, the pus in boils, abscesses, etc., in the same time.

But, despite this high germ-killing power, "Lysol" is non-poisonous to humans when diluted according to directions.

"Lysol" reaches you in highly concentrated form. It *must* be diluted with water. Therefore, you get many times more for your money.

The coupon below will bring you two booklets of value to every woman—"Protecting the Home Against Disease," and "The Facts About Feminine Hygiene." They are free.

A Suggestion:

Many women now keep two bottles of "Lysol"—one for general cleaning, one for personal cleansing. It's convenient and it saves steps.

Sole distributors:
Lehn & Fink, Inc.
Bloomfield, N. J.

LEHN & FINK, INC.
Sole Distributors, Dept. 471,
Bloomfield, N. J.

Please send me, free, *your booklets*, "Protecting the Home Against Disease" and "The Facts About Feminine Hygiene."

Name .....

Street .....

City ..... State .....

© 1930, L. & F., Inc

is found and also in overweight conditions with no appreciable thyroid swelling, if there is a slowing of the pulse rate, fatigue, lethargy, pallor of the skin, constipation and anemia as well as in the case of a thin-type person, with rapid pulse, high blood pressure, palpitation, tremor of the hands with or without undue fears and anxieties. These are usually *conditions* rather than diseases. When the symptoms are very slight they may be straws to show which way the wind blows in the development of a girl. The thyroid gland normally may change in size at various times, becoming slightly larger during menstruation.

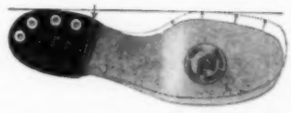
The function of menstruation remains one of the most interesting of the maturity signs; for we are at a complete loss to explain the why and wherefore of its periodicity. It may be irregular for the first year without causing any anxiety. At the end of one year its cycle should be established. The majority of women and girls have a twenty-eight-day cycle but it is considered to be within normal limits unless it is less than twenty-one days or longer than five weeks. There is often a mild general gland unbalance at this time resulting in such symptoms as depression preceding menstruation, a breaking out on the face, soreness in the breasts or a headache before, during or after the period. A very scanty flow comes under this category also. These difficulties often disappear as time goes on or may be helped by proper gland therapy.

THE OLD POINT OF VIEW was to consider menstruation as a "sick time," to curtail a girl's activities, to pamper and put her to bed. There has been a right-about-face on this subject on the part of the majority of those concerned with health instruction. But as is the case of all new ideas, it takes a long time for education to permeate and displace the traditional attitude. Menstruation is now considered a normal function, one which should cause no more discomfort or pain than breathing or digesting. Some girls do have pain, but it is possible to find out what causes it. A rectal examination is all that is needed locally. It causes no discomfort and is most useful in determining the condition of the uterus.

Except for actual development abnormalities, which luckily are rare, most menstrual pain is connected with circulatory changes or glandular balance and, therefore, can be helped if one has patience and is willing to work for months or a year. Constipation may complicate the picture and should be corrected by habit, rest, laxative foods, more water to drink and by special exercises rather than by habitual cathartics. Thin bowel movements before menstruation begins are not a true diarrhea and therefore need no intestinal treatment.

Aside from gland therapy for the adolescent, which, fortunately, is most encouraging in its good results, as time goes on and our experience grows, there are several ways in which the girl herself can help to make this period of her development a beautiful one. Special exercises rank first. The Mosher exercise is especially important. (*Turn to next page*)

Train her now to Tread Straight to GRACE and CHARM



The exclusive Tread Straight feature. Heel longer and slightly higher on inside. Acts as a pivot causing little feet to track straight ahead.

One of the many captivating patterns in Buster Brown Tread Straight Shoes.

Enjoy the Brownbilt Footliters every Friday evening. For time and stations see newspapers and local retailers' announcements.

OF course you want to give that tiny, captivating daughter of yours every opportunity to develop into a lovely girl—a gracious woman. Have you considered how much shapely, supple feet may mean to her health and happiness—how much they can add to her natural grace and charm?

You want your daughter to have the advantage of correct shoes—shoes which will teach her to tread straight—nature's way—with toes pointing straight ahead. Modern science has proved that treading straight is the foundation of correct posture and graceful carriage!

Buster Brown Tread Straight Shoes are especially designed to teach growing feet to walk with toes pointing straight ahead. They have a special, patented feature which absorbs shock. They support the delicate arch as a bandage might. Tread Straight Shoes are so smartly styled, so moderately priced that it is both a pleasure and an economy to select them. Near you is a retailer who will show you the new fall styles.

Brown Shoe Company

Manufacturers, Saint Louis

Also manufacturers of Brownbilt shoes for men and women.

BUSTER BROWN TREAD STRAIGHT SHOES

For Boys and Girls from Infancy to College Age

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

"YOU SHOULD SEE *what has happened at our house!"*

I COULDN'T blame Eleanor. She had so many invitations to parties and dances, and the other girls always seemed to have new clothes to wear. She would come home and tell me about Janet Reed's new dinner dress, and Janet's new coat, and Janet's new sports clothes.

"But, Eleanor," I would say, "it must be that Janet can afford them, and you know we can't. Your father is doing the very best he can."

And then one night, just at dinner time, Eleanor came dashing madly in. I never saw her so excited. "Mother!" she exclaimed, "you'd never guess where I've been. Janet asked me to go down town with her this afternoon, and she took me to the most wonderful place. It's a school where they teach you in the simplest way to make your own clothes. Janet took the whole course. Can you imagine? She never bought those clothes at all. She made them herself."

"You don't mean it!" I said. "Why, they're lovely!"

"I know it," exclaimed Eleanor, "and she never knew how to sew until a few months ago. But you should see this adorable little shop. They have just everything to make sewing easy—cutting tables and mirrors—and, Mother, the most marvelous electric sewing machines you ever saw. I tried one, and it was the greatest fun, it ran so quiet and so fast. And there's a teacher who knows all the new, clever ways to make things. Mother, can't I go?"

Dear girl, she couldn't know how glad I was that she should want to learn. Father was as pleased as I was with the idea, and the very next day we made arrangements for her to start.

Well, it's the best thing that ever happened in our house. Of course, I have sewed all my life; but Eleanor learned the new, modern methods that make sewing so much easier. Her very first dress was a great success, because the teacher helped her every step, and since then she's been the busiest and happiest girl you ever saw. She's just finishing a new party dress now, and she's planning a tweed suit and an evening wrap. She will have them all for just about the cost of one nice dress ready-made. We are going to make some new draperies for the house, too; and Eleanor says, "Don't you worry, Mother, about your new dress for the holidays. There's a dressmaker in the house now—with some wonderful plans for Christmas!"

+ + +

Not far from you, wherever you live, there is a Singer Sewing School where you or your daughter can enjoy, without one cent of cost, the benefits of this new delightful plan. You have the personal help of an expert teacher in selecting designs and fabrics; laying out your pattern; cutting the materials; and making, fitting, and finishing the dress of your choice.

If you would like to know all about this new plan, simply 'phone or call at the nearest shop of the Singer Sewing Machine Company. You will find the address in your telephone directory. Or send this coupon, and the full story will come to you at once.

SINGER SEWING SCHOOLS

SINGER SEWING MACHINE CO.
Dept. 112-Y, Singer Building, New York

Please tell me about the Singer Sewing School nearest my home and how I may have free personal instruction.

Name.....

Street.....

City..... State.....

Copyright U.S.A., 1930 by The Singer Manufacturing Co. All rights reserved for all countries.

Your Adolescent Girl

(*Continued from page* 61)

It is given in "Personal Hygiene for Women" by Clelia Mosher, M.D., published by *The Women's Press*. In the "Handbook on Positive Health," published by the *Women's Foundation for Health, 370 Seventh Avenue, New York City*, and in "Individual Exercises" by Jane Bellows, published by *The Women's Press*, are described other exercises which change the circulation in the lower abdomen and pelvis. These are helpful for constipation as well as for painful menstruation. As the habitual use of the body is in standing and sitting positions, we advise that there shall be included in the twice daily "setting up" series for the adolescent girl reversal positions such as the knee chest or the fun provoking exercises known as cat, monkey and crab walk.

It is surprising how much can be done to correct one type of periodic discomfort by the twice repeated daily use of simple exercises. Profuse flow may also be helped. But such cases, as well as those with markedly irregular and too frequent periods or with spotting in between, should be referred to a doctor.

ANEMIA during the adolescent years used to be very common and accepted as part of a girl's development. There was even a special type, chlorosis or the "green sickness" which seemed especially prone to attack girls of this age. This is rarely seen now and if blood tests are taken as a matter of routine during the examination of all pale or listless girls and treatment started at once, no severe anemias should have an opportunity to develop. The routine of a girl's life should be disturbed as little as possible by the menstrual function. She can be expected to live so healthful and well balanced a life that what she does for three weeks can wisely be done during the rest of the month. If she takes cold splashes or a daily cold bath of course she can continue to do so. The only point is to be sure that she reacts to them satisfactorily, and that usually depends on her having a good blood condition and a fine circulation. Old ideas die hard! There are many mothers who feel that this is too revolutionary an attitude for them to accept. However, if their daughters are of a different opinion the best thing to do is to experiment carefully. Let the girl start with a tepid bath at this time, then one followed by a cold splash, and note the effects. If the girl reacts well, many doctors now feel that a dip in the ocean is exhilarating at this time and harmless.

Menstruation is influenced apparently by nerve shock or stress, by colds or fevers, by differences in altitude, by changes in the balance of the glands of internal secretion, by severe anemia and by actual starvation as much, if not more, than by the activities of the moment. How much exercise should be taken during the period is a question which usually settles itself as one watches the individual girl. Most girls are in better condition after a summer in camp where regular, even hard, physical exercise is balanced by rest and sleep, where they have gone in swimming each day whether menstruating or not, than when at home with

the stress of study and social activities, late dances, and too much excitement. The usual gymnasium period can be so arranged that there will be mat work and exercises off the feet to balance any time spent standing or running. If girls who need special exercises for either menstrual pain or profuse flow could concentrate on this it would mean a real help for them and would be a better principle than just excusing every girl from the gymnasium floor during her period.

While playing competitive games, girls often are pushed beyond their capacity to recuperate quickly. There is also usually involved much emotional stress, high tension and long practice periods. It is unwise for girls to participate in this type of sport without a careful physical examination with special reference to heart action. Whatever "adolescent heart" may be (and it is difficult to find a satisfactory scientific explanation), the symptom we look for is that of a pulse which becomes too rapid after exercise and which fails to return to normal in the usual time. This may entirely disappear later or it may be due to poisons absorbed from bad tonsils or infected sinuses, and be associated with a heart murmur. But during the rapid growth period it is best to avoid sudden overexertion or prolonged hard physical strain. Even though a few such symptoms be present, young people can join in activities and games and stop when they become short of breath.

Try not to worry much about your adolescent daughters. Be sure that you recognize and give them credit for their fine qualities and their achievements rather than constantly reminding them of their shortcomings. Give them a share in the responsibilities and duties of the home. But do not expect that emotional control, a mature outlook and an assumption of adult responsibility should appear overnight. These attributes are not an accompaniment of adolescence but of a slower growth and riper experience. Do not demand too much from your young daughters. You will need a store of wisdom and judgment, the garnered experience of all your years, if you are to help your daughter make an easy adjustment at this time.

THIS AGE is the beginning of the thrill time with its glimpses of mysterious moments of highly charged feeling. It is natural that boys who were everyday companions should become "wonderful" in a twinkling of an eye! It may seem amusing to you as you watch your daughter, but it is never in the least funny to her. Keep her confidences. Be interested, really so, in her young friends. It is well to make the home so attractive that boys will want to come there. Then there will be more of a chance that the boys she meets will be those you are glad to have her know. Offer so much of interest and fun and things to do in and around home that home will hold its own against outside attractions. Then when you have done all you can, trust your adolescent daughter. When her decisions are not exactly in accord with yours remember that Stevenson pointed out that there is a "wisdom of youth that is as good as the wisdom of age."

Teaching a "tomboy" to like soap and water

by playing a jolly "Clean Hands" game

MIDDY, bloomers, Buster Brown bob—and dirty hands. All a boy's sturdiness and all a boy's superiority to soap. That is what Jack (short for Jacqueline) *used to be!*

Now it is another story. Jack's discovered a "good scout" can have clean hands. For she is playing a "clean hands" game with the Lifebuoy Wash-up Chart which makes washing not only fun—but a real *health duty.*

Keep hands free of germs

The Lifebuoy Wash-up Chart teaches children the importance of washing hands often—*and always before meals.* For pictures show how hands pick up germs from everyday things we *have* to touch—books, animals, shoes, doorknobs, etc. The Life Extension Institute says that hands may spread germs of 27 diseases.

Child specialists urge the regular use of Lifebuoy. For Lifebuoy's rich, creamy, antiseptic lather removes germs as well as dirt. Keeps complexions fresh, clear—smooth as peaches-and-cream. Prevents embarrassing body odor. Its hygienic scent—that vanishes as you rinse—tells you that you get *extra* benefits when you use Lifebuoy.

Free to mothers

Mothers, fill out and mail coupon below for free Wash-up Chart and trial size cake of Lifebuoy for each of your children. They'll take a new enthusiastic interest in soap—helping to protect their health while playing a thrilling game.

LIFEBUOY
HEALTH SOAP
for face, hands, bath

free

LEVER BROTHERS CO., Dept. 2711, Cambridge, Mass.

Please send me free, Lifebuoy trial cakes and Wash-up Charts for my . . . children.

Name.....

Address.....

City..... *State*.....

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

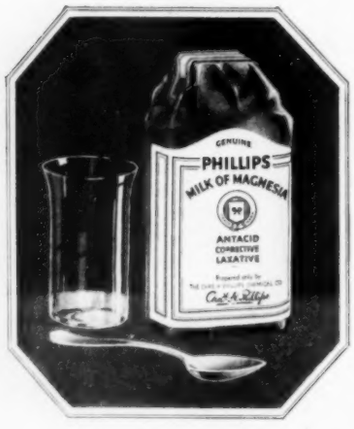
PERHAPS YOUR CHILD

Needs Milk of Magnesia

A growing child's system is always less tolerant of an acid condition than is that of an adult.

In spite of all your care, a child's digestive system will now and then become too acid. Rest and diet will correct it. But this takes time. The *instant* way is with an alkaline provided by Nature for the purpose. Milk of Magnesia! Make no mistake about the best form of magnesia. For fifty years physicians have prescribed Phillips' Milk of Magnesia to correct the disorders caused by excess acid. In adults: sour stomach, nausea, heartburn, indigestion, gas. In children: bad breath, sour belching, frequent vomiting, colic, feverishness, and diarrhea.

A little Phillips' Milk of Magnesia in a glass of water, and all those symptoms of over-acidity are soon gone. A mother's duty is so much easier when she uses it. Children accept it so readily. Nothing better to keep the bowels open in constipation, colds, and children's diseases. It has important uses at any age.



Good Movies and Bad

(*Continued from page 38*)

the basis of the fun. A shipping clerk achieves social prominence through his ability in the game. It is fairly amusing. (U) *For A:* Fair. *For Y:* Fairly amusing. *For C:* Of little interest.

MAN TROUBLE, with Dorothy Mackaill and Milton Sills (*Fox*)—Crook melodrama, with Milton Sills at his natural worst as super-tough, rum-running gangster. Many crudities, cheap wisecracking, endless booze, and some offensiveness. Decidedly not worth making. (E) *For A:* Hardly. *For Y:* Better not. *For C:* By no means.

MATRIMONIAL BED, with Frank Fay (*Warner*)—A farce of French life in which the hero, suffering from amnesia resulting from a railroad accident, becomes a hair-dresser and is called to the home of his former wife. Though there is nothing outstanding in this picture, it is delightfully absurd and will appeal to the more sophisticated. (U) *For A:* Amusing. *For Y:* Doubtful, too mature. *For C:* No interest.

MONTE CARLO, with Jeanette McDonald and Jack Buchanan (*Paramount*)—A musical comedy—sophisticated, even risque, after the deft and clever Lubitsch manner of direction. The plot concerns the love affairs of an impoverished countess who runs away from her fiancé on her wedding day. At Monte Carlo she gambles her small fortune and also takes a chance in a romantic affair which happily has a lucky ending. The picture will have more appeal to the jaded taste of "Broadway" audiences than for family groups who may be offended by the naughty suggestiveness. (UE) *For A:* Entertaining. *For Y:* Hardly. *For C:* No.

NIGHT WORK, with Eddie Quillan (*Pathé*)—Much over-acted comedy of serious-minded young clerk committed to the financial support of an orphan. Funny and thoroughly human at times, inane at others. (E) *For A:* Inane. *For Y:* Amusing. *For C:* Good.

NUMBERED MEN, with Conrad Nagel (*Warner*)—A poor attempt to imitate "The Big House," full of hokum and old thrill devices, with not even a convincing story to redeem it. (E) *For A:* No. *For Y:* No. *For C:* No.

ONCE A GENTLEMAN, with Edward E. Horton (*Warner*)—A very entertaining light farce. The perfect butler goes on a month's vacation and is mistaken for a member of an exclusive set. (U) *For A:* Amusing. *For Y:* Very entertaining. *For C:* Good fun.

ONE MAD KISS, with Mona Maris and Jose Mojica (*Fox*)—A whirlwind drama of bandits, abduction, firing squads and rescues, in which Jose Mojica risks his neck in fearsome stunts and pauses at times to ply his beautiful voice in romantic love lyrics. Even accepting the improbabilities in good spirit, we find the vehicle too absurd to be entertaining. (U) *For A:* Absurd. *For Y:* Little interest. *For C:* Too romantic to interest.

ON YOUR BACK, with Irene Rich (*Fox*)—Irene Rich fine as East Side slum dressmaker, who climbed to Fifth Avenue modiste by shear individual ability—the heroic mother working to put son through college. But it is cheapened by some suggestive lines, cheap intrigue and a fashion show. (E) *For A:* Fairly good. *For Y:* Better not. *For C:* No.

OUTSIDE THE LAW, with Mary Nolan and Owen Moore (*Universal*)—Above average crook picture, but all the sympathy is with the crooks. Hero and heroine live together, relation convincingly shown as platonic. Opens with usual swaggering gangster stuff, cheap wisecracking, terrible English, etc. But becomes sentimental and very human story. The little-boy actor is extraordinary, reminding one of Coogan at his youngest and best. (E) *For A:* Good of its kind. *For Y:* Doubtful. *For C:* Doubtful.

THE SAP FROM SYRACUSE, with Jack Oakie (*Paramount*)—Good nonsense comedy, funny and unobjectionable, of a genial nonentity traveling in Europe and mistaken for a great engineer. Jack Oakie adds to his laurels as a distinctly original comedian. (E) *For A:* Good of its kind. *For Y:* Amusing. *For C:* Very good.

THE SPOILERS, with Gary Cooper (*Paramount*)—Old Rex Beach story of Alaskan gold rush thrillingly done, with notable character acting, and Gary Cooper less wooden than usual. Longest and most violent fist-fight yet screened—"sound" absurd at times—dance-hall and drinking scenes not overdone, and no objectionable sex element. (E) *For A:* Good of its kind. *For Y:* Good thriller. *For C:* Perhaps too thrilling.

THE STORM, with Lupe Velez (*Universal*)—The old situation again—two men and a girl snowbound in mountain cabin—good and bad intentions, the fight, and escape in canoe down wild river. A bit stale and much overdone—the sound-machines and the snowslide become ridiculous. (E) *For A:* Ordinary. *For Y:* Hardly. *For C:* No.

Happy Birthday!

FIRST announced to the Medical Profession and to Mothers in National advertisements two years ago—the Gerber Strained Vegetable Products for Baby have enjoyed a signal success. This second anniversary is one made happy with a growing consciousness of service. Over 40,000 Doctors have requested and examined samples of the products—and it is largely through their recommendations that the little blue and white cans with the A, B, C Blocks are available today in almost every city or hamlet. Unseasoned—Specially Prepared — Strained and Ready-to-Serve — they have lightened for thousands of mothers the daily task of preparing the strained vegetable supplement to the growing baby's milk diet. They are daily enjoying additional use in helping mothers make vegetable dishes tempting to the older child. They insure uniformity and regularity in baby's feedings. One needs only to warm them—add a pinch of salt or sugar as baby's doctor directs, and serve. Your doctor can best prescribe the feeding schedule for your very own baby. Your doctor, too, will gladly explain why the Gerber Steam Pressure Process not only insures thorough sterilization of each product—but retains for baby most of the rich Vitamin and Mineral Salt Values lost through oxidation or through solution in cooking water in open vessel preparation. They are *Better for Baby!* Ask for Gerber's at your grocer's or druggist's today. Don't accept a substitute. Tell friends who have babies.

ACCEPTED AMERICAN MEDICAL ASSN. Committee on Foods

Ask Your Doctor!

Accepted by American Medical Association Committee on Foods, and Approved by Leading National Institutes

Packed without seasoning, strained to a smooth, even texture, the Gerber Products are readily adaptable to diabetic, convalescent, and general soft diet requirements. Free samples on request to Physicians, Hospitals, Dietitians, and Nurses.

Strained Peas **Strained Spinach**
Strained Carrots **Strained Tomato**
Strained Green Beans
Strained Prunes
Strained Vegetable Soup

Sold by Leading Grocers and Druggists Everywhere

Gerber's
STRAINED VEGETABLES

May We send you a Gerber Baby?

In answer to thousands of requests, we have prepared a black and white reproduction of the famous Gerber Baby, drawn by Dorothy Hope Smith, 10" x 11"—on mat paper—ready for framing. The nominal charge covers mailing and postage costs.

Gerber Products Division, Fremont Canning Company
Dept. C-13, Fremont, Michigan.

Enclosed find 10c (stamps or coin) for which you will please mail me a black and white reproduction of the original Gerber Baby drawing.

Name.....

Address.....

Furnishing the Whole-Family House

(*Continued from page 31*)

shades. Deeper colors are too strong for use in the infant's room.

In choosing furniture for the baby's room, decorated enamel sets of juvenile design in pastel colors or maple are the leading types. Maple, the pieces in reproduction of early American furniture, is increasingly popular because it fits in with the furniture in other rooms of the house. Decorated enamel sets afford interesting variety. Among the latter, a blue set with white silhouettes of Winken, Blinken and Nod is a new design, and a cream colored set has scenes in color, one on each piece of the set, which illustrates rhymes of Mother Goose; others have dainty flower sprays or panels. A maple set which has a spool crib, an authentic reproduction of the crib of Baby Alden of colonial days, affords a wide choice in matching pieces, including a floor lamp and costumer with matching spool base, a toy chest, a wardrobe, a night table and a rocker for mother. Available also are a youth's-size bed and small-scale dresser and mirror which may be added to the set when the child grows older. This feature of maple sets, with pieces which make the set adaptable as the baby grows into childhood, has done much to popularize this type of furniture for the infant's room.

THE PIECES of a furniture suite which are most frequently selected for use in the baby's room include, besides the crib, a chest of drawers or wardrobe, a toy chest, a costumer, a floor lamp, a table and a mother's chair as well as nursery chair and high-chair. To these are added such "occasional" pieces—that is pieces which harmonize and serve a purpose, but which cannot be bought with a suite—as will be described in the following paragraphs.

The baby's bath is so important in the lives of all the family that decorative as well as practical equipment should be provided for the ceremony. A blue wicker stand has a blue enamel tub which fits down firmly into it and a row of white geese circle around the rim of this tub. The rubberized bathinette is widely used nowadays because of its practical features. It is a folding stand which can be put away conveniently when not in use and has a soft rubberized "basin" in which the baby may be bathed. A stretched canvas top for this basin is attached and when it is in place serves as a lid over the bath water and as a table on which the infant may be conveniently dressed. Chintz lined pockets for soap, cloths, towels, etc., are arranged on one side of the bathinette and aid in keeping the paraphernalia of the bath together when not in use and close at hand during the rite itself.

A combination chair, which is available in any one of a number of finishes, is an adjustable high-chair, really high, or table height, or rocker. Another combination chair folds down from a high-chair to a low chair with play-table and is also a nursery chair. (*Turn to next page*)

Give your child this

BODYGUARD *for the bitter months ahead*

WINTER, with its snow and slush and its damp, penetrating winds, is almost here. A well-nourished child stands a better chance of fighting off the treacherous "colds" and other ailments that crowd this dangerous season.

Is your child below the normal in height and weight? He may be missing Vitamin B.

This important vitamin is the policeman who guards your child's appetite. When Vitamin B is absent, children lose their appetites, become finicky with their foods. Stunted growth results. Deficiencies in other vitamins bring on rickets, scurvy, colds and other children's diseases.

Today, you have a dependable source of vitamins in Maltine With Cod Liver Oil. 70% is Maltine itself, a concentrated extract of malted barley, wheat and oats —rich in the vital Vitamin B. The remaining 30% is vitamin-tested cod liver oil (Vitamins A and D). Taken in orange juice (Vitamin C) this preparation *provides a sufficient quantity of all four vitamins (A, B, C, D) to promote health.*

Keep a bottle convenient in the kitchen cabinet, and stir it into the child's morning orange juice.

Every mother should read the booklet, "The Doctor Talks About Vitamins." May we send you a free copy? The Maltine Company, 20 Vesey Street, New York City. Established 1875.

On the RADIO
The Maltine Story Hour
every Monday afternoon at 5.00 o'clock, Eastern Standard Time, over WJZ and associated stations of the N. B. C.

The A B Cs of Vitamins

A "OFFICER A" *is essential to normal growth and helps protect against certain infections, especially those that attack the respiratory system. Maltine With Cod Liver Oil is a recognized rich source of Vitamin A.*

B "OFFICER B" *is most essential. Lack of Vitamin B results in loss of appetite, a cessation of growth, and the appearance of certain nervous disorders. Vitamin B is found in abundance in Maltine With Cod Liver Oil.*

C "OFFICER C" *prevents scurvy. Orange juice is everywhere recognized as very rich in Vitamin C. That's why we recommend this policeman.*

D "OFFICER D" *is also necessary. A deficiency of Vitamin D causes rickets, that weakener of child bones. Sound teeth depend upon it. It is meager or lacking in all our ordinary foods. Maltine With Cod Liver Oil is rich in Vitamin D.*

Maltine
WITH COD LIVER OIL

Accepted by the Council on Pharmacy and Chemistry of the American Medical Association

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

DAYTIME

NIGHT-TIME

QUICK RELIEF FOR CHILDREN'S COLDS

VAPEX is a remarkable cold-remedy discovered in England during the war. It has attained great popularity with mothers throughout this country because it is so efficacious for children's colds. . . . Vapex is easy to use. Simply put a drop on a handkerchief or the child's blouse. The vapor checks and relieves a cold within a few minutes, opening up the nasal passages, clearing the head, and drying up the watery discharge. . . . At night, put a drop of Vapex at each end of the children's pillows: The vapor acts while they sleep and brings all-night-long relief. . . . Ask your druggist for Vapex and be sure you get V-A-P-E-X. Approved by Good Housekeeping. Millions of bottles used yearly. $1 a bottle of fifty applications. E. Fougera & Co., Inc., 41 Maiden Lane, New York.

Listen to the Vapex radio program every Monday and Friday evening on Stations WOR, WMAQ, WLW, WCAU, WBZ, and WBZA.

A drop on your handkerchief

*VAPEX

Breathe your cold away

*Registered U. S. Pat. Off.

Furnishing the Whole-Family House

(Continued from page 65)

Screens have their place in the infant's room; for the bathinette, soiled clothes, and the like may be hastily put out of sight behind a screen decoratively covered with oilcloth in a juvenile design or with wallpaper of a Tony Sarg pattern.

A small wicker wardrobe of three or four drawers is often used to supplement the space in the wardrobe of the set for the stowing away of layette pieces. This may match the basinette which is most often also in wicker, and which is used in instances when the crib is too clumsy for transportation. Scales for weighing the baby will also have a wicker basket to hold him, and this should match the other wicker pieces in color.

A colored enamel can for the disposal of soiled linen and used cotton, cleansing tissues, etc., is a valuable addition to the infant's room and will find its permanent location behind the decorative screen mentioned above.

Before we go on to the discussion of accessories for the baby's room, the fenced play-yard, while not a part of the room furniture, is something which every mother will find valuable when her child begins to creep. Attractive pads for these, to soften the floor of the yard for the child, may be had in very attractive appliquéd calicoes and unbleached muslins, with figures from the nursery rhymes, or with animal figures, appliquéd on them in gay colors. These play-yards are now available in double size, for use on the porch or in the yard, and have a board floor.

Lamps with animal bases, either in painted wood or in pottery, are the most popular choice for the nursery as well as for the playroom and the older child's room. Painted wood lamp bases in the form of cream colored chanticleers with red combs are especially smart with a furniture suite of cream enamel decorated with red chicks and chanticleers.

BEDDING FOR THE BABY'S BED is much more interesting than it once was. Sheets with colored hems are just as practical as all white and much more decorative, and any color scheme may be carried out as the range of colors includes all the pastel shades. Blankets in colors have woolly white sheep appliquéd on them, or figures from Mother Goose woven in two-tone effects. Spreads may be as practical or as dainty as one desires, made of sturdy linen or muslin with appliqués in contrasting colors, or of glazed chintz or organdy with piping, banding or ruffling in a contrasting color.

Curtains for the nursery should be simple, both for the light effect thus obtained and to admit as much sunlight as is possible. Cream colored dotted net curtains of the ruffled tie-back variety may have the ruffles edged with baby ribbon in two colors, as pink and blue, or yellow and pale green, depending of course, upon the color scheme in the room. A valance of two ruffles of the same width as those edging the curtains makes a good finish for the window. In a room in which

don't wait until they HAVE COLDS

The best time to cure the children's colds is before they get them! In the school room, on the street, wherever there are a number of people, the youngsters are exposed to germs. Baby, in his carriage, cannot escape them. And the excessive heat of most homes dries the delicate membranes of nose and throat and makes them especially susceptible to colds.

Fortunately there is a simple treatment —even the baby won't mind it a bit. Just make it a practice to have each child snuff a little "Vaseline" Petroleum Jelly into the nostrils before hopping into bed. This spreads a protective film over the sensitive membranes of nose and throat and prevents the germs from lodging there. An occasional spoonful taken internally soothes raspy throat.

See that you have a supply of "Vaseline" Petroleum Jelly on hand —you can buy it at any drug store. And remember when you buy that the trademark Vaseline on the package is your assurance that you are getting the genuine product of the Chesebrough Mfg. Co., Cons'd, 17 State Street, New York.

© Chesebrough Mfg. Co., Cons'd. 1930

Vaseline

REG. U. S. PAT. OFF.

PETROLEUM JELLY

maple furniture is used, and the color scheme has been carried out in green and yellow, curtains of glazed chintz would be appropriate. Plain yellow glazed chintz, edged with bias braid half an inch wide, in green and in orange, is hung straight from rods at either side of the window and has a scalloped valance which is fulled onto the rod with double rows of shirring. These plain types of curtains are suggested for the infant's room because of the fact, mentioned earlier in this article, that much pattern, in wallpaper, furniture decoration, and possibly in the rug, will necessarily need relief at some point in the room scheme.

Floyd Dell Answers Bertrand Russell

(*Continued from page* 15)

and their rather cruel and cowardly evasions of love's instinctive responsibilities. I think the world makes parenthood too heavy a burden upon young people. And I think society must find ways and means of helping them. As it is, it takes too much courage to realize when you are young and in love that you want children. For you can't have them unless you are recklessly foolish, and not having what you know you want is something that hurts too much.

The worst of it is that when a man is afraid of parenthood he may unconsciously avoid falling in love with the kind of girl that his instincts tell him would make a good mother for his children—he picks out the infantile and neurotic types who won't arouse his child-wanting instincts. And the girls can be observed doing the same thing—picking out irresponsible fellows that no healthy girl would want as the father of her children. Then, if they do get married, they are doomed to a miserable conflict between their emotions and their common sense, between their desire for children and their wish to give their children a better and securer parentage than this marriage can offer. This accounts for the break-up of a good many youthful marriages. The second marriage is often a normal one, dictated by healthy instincts and proceeding fearlessly toward the goal of parenthood.

IT SEEMS to me that society can and should make parenthood more economically feasible for young people and that only this will keep sensitive boys and girls from having their love-lives poisoned with fear of it. It does not seem to me a good thing to sidetrack such young men and women permanently into the limited love-affairs which should be only the preliminary training for matehood, or even into the limited work-interests which should be a preliminary training for the responsibilities of parenthood. I think they miss the best happiness in life by stopping short of fulfilling their deepest instinctive emotions. I think early adult parenthood should not be left to reckless people. And to the extent that it can be faced without the fear of defeat, I think young men healthily and deeply in love will discover in themselves the wish for fatherhood.

WHAT?
Bananas in
ORANGE JUICE?

YES! *It's the new breakfast cocktail!*

WHILE the family is dressing, pour foaming orange juice over slices of banana. It's something different that everybody'll like!

You see, the system *knows*. Our old friend the banana can't help having become a food sensation. The doctors and diet people have found a lot of famous vitamins and minerals and vitality-building elements in it.

Eat bananas out of their skins or cook them in clever ways (as the smart chefs have discovered). The marvelous thing about bananas is that they're just as good for you as they taste!

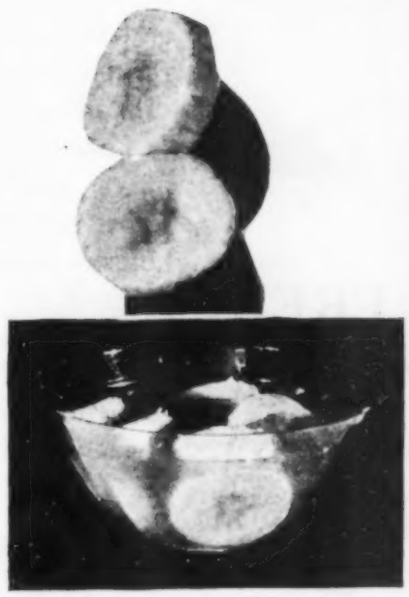
So let's try bananas in orange juice for the sake of the home—the appetite—and the dramatic effect. It's a great fruit cocktail!

For Tomorrow's Breakfast

One try at this—and you'll have it often. Allow a half to a whole banana (depending upon size) to the juice of an orange. They're simply *grand* together.

* * *

Now, how about our *free* recipe and menu booklet? Every page is alive with new suggestions. Send no money—just the coupon.



P.M. 11-30
BANANA GROWERS ASSOCIATION
17 Battery Place, New York City
Canadian Office:
1171 St. James St. West, Montreal, Canada
Please send new recipe and menu booklet, "Bananas in the Modern Manner."
Name .....
Address .....
City ..... State .....

BANANA
GROWERS ASSOCIATION

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

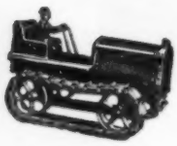
Fun— *loads of it! with*

ARCADE CAST IRON TOYS

"they look real"

Look for

This Label



HAPPY the hours your children will spend with Arcade Cast Iron Toys. They are "real"—actual reproductions of grown-up things; children can *move* them—create their own imaginary world; and they are hard to break. In all these respects they meet fully the requirements of leading educators.

There are Arcade automobiles, trucks, buses, airplanes, and farm equipment. There are Arcade doll furniture and doll houses—"just like mother's"; all brightly painted, all of sturdy cast iron.

Thousands and thousands of children treasure Arcade Toys for years! And countless mothers have found them ideal for active little hands and imaginations.

FREE!

A splendid fairy story in jolly rhyme of two children's adventures in the land of the Tiny Arcadians, makers of Arcade Toys. Just send us your name and address—we'll send you the story.

Other Arcade Toys

Monocoupe Airplane	McCormick-Deering	A C F Coach
Mack Wrecker	Weber Wagon	White Moving Van
Mack Fire Truck	Ford Coupe	Bowling Alley
Mack Dump Truck	Fordson Tractor & Plow	Living Room Set
International Harvester Tractor	Trailer	Dining Room Set
Red Baby Dump	Farmall Tractor	Kitchen Set
	Caterpillar Tractor	Laundry Set
		Bedroom Set
		Bathroom Set

For sale at all leading toy shops and department stores; or write us.

ARCADE MANUFACTURING COMPANY
1227 SHAWNEE STREET FREEPORT, ILLINOIS

The Coming White House Conference

(*Continued from page* 13)

Executive Director of the Child Welfare League of America, has been working in the field of the handicapped. Keeping closely in touch with the other sections of the Conference, this group has made a remarkable survey of our present methods of preventing, maintaining, and protecting our physically and mentally handicapped children, our dependent and neglected children, and the delinquent. Perhaps in no other field do our methods of care differ so widely—nor is any other group of our children more appealing.

Our interest is especially caught by some of the special pieces of work carried on by committees belonging to one or another of the sections. I feel, for instance, that it is rather striking that in the White House Conference on Child Health and Protection recreation has a most important part to play and that recreation should be considered part of education. It shows the advance that has been made in our thinking about children as our civilization has gone forward. Recreation used to be the opportunity on Saturday afternoons to go in swimming, perhaps fishing, perhaps playing a little baseball on the corner lot, but now we realize that good citizenship is part of the harvest gathered from wholesome recreation.

Another group which has been working in an interesting field is the committee on vocational guidance and child labor. Our educational housekeeping is often so effective that we force standards of mediocrity upon large numbers of our youth. Nature's greatest contribution to the general interest of human life was to make each one of us different from all the rest. But in the main our educational procedures are to develop certain uniformities, many of them necessary if we are to live satisfactorily together as social beings. It is disturbing to realize that although we may be born with equal rights we are all born with unequal capacities. We can level this out somewhat by training, but we are beginning to recognize the fact that progress lies in advancing the strongest to their limit since they must pack much of the burden of the weak and the unfit as well as provide the leadership.

HOW TO VARY our school program so as to provide for the individual is our stiffest problem. Proper vocational education will do much toward its solution. It is quite a problem to disentangle the aptitudes and capacities of our children. We are trying it, but we have not yet found satisfactory methods. I hope that this White House Conference group will create in our educators an interest in ways and means of finding out what children want to do, and what their real abilities are, so that we can guide them through our educational mill, and through that part of our educational scheme that will develop them best and be best for them.

We have come far in our treatment of working children since 1842, when our first child labor law was passed in Massachusetts limiting the work day of children under twelve to ten hours. Ten hours of factory work now seems like

cruel toll to take of a child's day. We are glad that no parent and no factory owner can exact it today. But dark spots still remain in the field of child labor. Even incomplete records indicate that there are thousands of migrant working children who follow the seasons like wild geese. Traveling with their relatives, sometimes with "padrones," these boys and girls with nimble fingers gather berries, plant vegetables, weed sugar beet fields or pick and sort fruit, swinging in a wide circle which often reaches from Florida to California and back again in a two-year course. Wholesome outdoor work and an interesting, adventurous life, which need not be bad for the child—some observers call it; others see it as a life full of physical and moral hazards. All are agreed, however, that this group presents a difficult educational problem. Faced with families who move too frequently to establish citizenship in any one locality, truant officers are helpless when the parents and children are indifferent to the opportunities offered by schools. The solution of the problem would seem to hinge upon ways of enlisting the co-operation of these parents with the schools.

This matter of school-home co-operation arises in connection with many of the problems which we have to consider and I feel that the contribution of the parent-teacher groups to the White House Conference will be particularly important. After all, mothers and fathers, teachers, and the Conference itself, all look toward the same goal, the healthy, normal child, growing to happy, useful citizenship.

ANOTHER COMMITTEE is studying special types of education; that, for instance, of the handicapped child who, because of retarded mentality, impaired hearing, bad eyesight, weak heart or lungs, cannot carry the regular school work without further damage to his physical or mental health. We need a new term to designate this type of child without setting him apart from his companions. Heretofore we have been all too ready to segregate and stigmatize these boys and girls. But for a long time our ideas have been undergoing a change. The committees in this field are examining those methods of education which tend to minimize rather than mark the child's inadequacies. Here and there throughout the country remarkable work is being done, but we must teach all parents, teachers and children to think in terms of sight-saving classes, opportunity schools and sunshine cottages, rather than in terms of resignation to fate, asylums, reformatories and "pest houses." We have now, and in all probability always will have some feeble-minded children, some morons, and those who eventually will land in our asylums, but with expert care much can be done to develop the hidden capacities of even those children.

We often speak of the child's education as if it were strictly a nine to two-thirty affair with perhaps an extra session in the home. We might almost gather from some of the conversations we hear that parents believe that their boys' and girls' minds automatically close with the closing of the schoolhouse doors. But, as a matter of (*Turn to next page*)

The Beginning of an —

Add-A-Pearl Necklace

DOWN, down, deep beneath the sapphire waves of the Persian Gulf, a lithe brown Oriental dives for his famous pearls. Each pearl he brings out of the watery depths is of importance to the members of the Pearl-a-Month club, far-away in America. It means one more unit to be added to the delicate charm of a perfectly matched ADD-A-PEARL necklace of the finest Oriental pearls. Additional pearls may be given by friends and relatives on all gift occasions. In a few years the lovely necklace is complete—truly "The Gift That Lives and Grows".

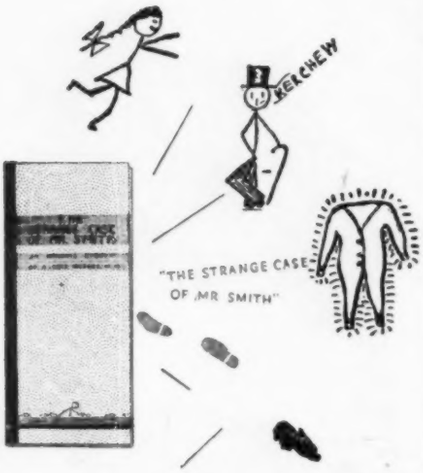
An initial ADD-A-PEARL NECKLACE, of 8 pearls on a fine gold chain, may be purchased for as little as $10. Other prices range—$15—$20—$25 and more, depending on the size of the pearls. Group additions may be purchased from $10—single pearls as low as $2.

THE ADD-A-PEARL COMPANY, Chicago

Add-A-Pearls are genuine Oriental pearls

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

People who read this amusing little book should have fewer



colds this winter

"Besides having a bad cold in the head, Mr. Smith also had a wife, Mrs. Smith, who also had a cold in the head, and a daughter, Elithabeth Thmiff, who thome-how alwayth had a code in the heb. . . ."

Yet, "the Smiths *always* wore their rubbers . . . they were *always* rubbing their chests with something . . . they *never* sat in a draught . . . and in cold weather all three wore their prickly underwear.

"So *how* did the Smiths get their cold?"

We urge all mothers to send for this highly amusing, yet thought-provoking, little booklet . . . to find out, as the Smiths did, how colds are "acquired," and what precautions everyone in the family should take. Use the coupon for a free copy of "The Strange Case of Mr. Smith."

CLEANLINESS INSTITUTE

Established to promote public welfare by teaching the value of cleanliness

CLEANLINESS INSTITUTE, Dept. PM-11, 45 East 17th Street, New York, N. Y.

Please send me *free* "The Strange Case of Mr. Smith."

Name.....Street.....

City.....State.....

The Coming White House Conference

(*Continued from page* 69)

fact, the child's education continues all through his waking hours. Organizations such as the Scouts and the Camp Fire Girls, movies, radio, commercial amusements, books and magazines all compete for their place in that education. And so we find a committee on Youth Outside of Home and School developed as part of the education group.

Again the problem of the delinquent child is largely a problem of education. Practically every normal, well child is technically "delinquent" at one time or another in his career. If caught at that moment and haled before a juvenile court he might be punished and branded with a court record. The lack of proper guidance, the breaking of home ties, sheer boredom with an adventureless life, or an indulgence in some normal, childish impulse like stealing fruit (a time-honored country sport) may, in our highly organized city life, result in his being charged with a crime. This whole question of care for children who find themselves in difficulties that are beyond the capacity of their years must be approached with great charity and an understanding of the child's whole background.

ANYONE glancing at the official directory of the Conference is at once impressed with the widespread interests represented by its members. As the work has logically led the investigators into new and unexpected fields, the original group of seven hundred experts has grown to over eleven hundred, whose interests range all the way from medicine to music. Two things which they all bring to the Conference, however, are some outstanding past contribution to childhood, and a genuine love for children.

Since wide gaps in existing information have appeared here and there, the Conference is carrying out several pieces of original investigation as a needed service. Among these is the Family Interview Survey, by the Committee on Medical Care, with the co-operation of the United States Department of Agriculture. The committee has collected and will study 100,000 records, evenly divided between country and city families, dealing with medical service for pre-school children. Many of our children now reach school with physical defects which might have been corrected by proper medical treatment. Why have they been neglected? Are parents merely indifferent or are doctors too scarce and hospitals too far away? Or does corrective and preventive medicine cost too much? The answers to those questions will obviously differ a good deal in various communities. But from them we shall have a pretty clear picture of outstanding needs in this field.

One of the other committees has made an investigation of nursery schools in the United States—from the school's point of view and from the mothers'.

Still a third committee has been investigating family life, from the child's point of view. Quite a departure from those days when we admonished children to be

EXTRA MONEY

for your purse!

Just about NOW, couldn't you use a lot of extra money? For something you've wanted a long time, perhaps, but couldn't quite afford.

Of course you don't know yet how easily you can turn odd moments into cash handling renewal and new subscriptions for us.

But if you'll squander a postage stamp to find out, you can be sure of plenty of extra cash!

EARN $50.00 EASILY

Mothers, teachers, doctors, busy people of high standing in communities all over the country are taking advantage of the demand for this magazine to build a permanent, steady income.

Why not fill your purse, too, with the generous commissions and bonuses we pay? No experience necessary. We supply everything.

Help yourself to a lot of extra dollars by sending the coupon AT ONCE.

The Parents' Magazine
255 Fourth Avenue
New York, N. Y.

Please tell me, without obligation, all about your plan for earning extra money.

Name.....

.....

Address.....

.....

City.....

State.....

11-30

seen and not heard! The response of the children who were asked by this committee "to help President Hoover find out all about children" was immediate. The report of this study is an amazingly human and telling document.

We now can know how well the sections, committees and sub-committees have done their work in surveying the whole progress of child health and protection in this country. We await the recommendations which they will offer at the concluding meetings of the Conference this month with great interest. We have confidence that if we all get together, study the facts that these experts have gathered, interpret them in practical action, interest ourselves in seeing that the communities put the things back that we have taken away from children, study them to make sure that we are doing the right thing for this special group or that special group, we can in this way and in no other be assured that as America goes forward in power and wealth she will also move toward the goal of better character and citizenry because of her children. But we also realize that the ultimate value of this White House Conference on Child Health and Protection rests with those "busy but deeply concerned parents" in whose hands lies the final responsibility for the well-being of our future citizens.

Toys That Teach

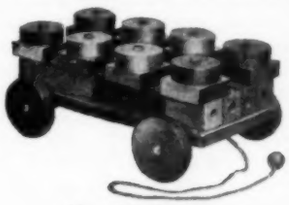
(*Continued from page 21*)

really harmful. A child should be protected from the discouragement of failure. He should not be allowed to lose confidence in himself by not being able to do properly what he sets out to do. We do not want him to have an inferiority feeling. We do not want him to be the sort of child who does not finish things he starts, does not carry them through. Such a habit of mind may have developed because he had a toy or game that is too complicated. Or else he has been given a toy that really will not work. Very often, so-called constructive toys cannot be properly completed because of the materials of which they are made. Here then is a simple warning to all purchasers of Christmas toys: select the sort of toy in which a child can find many possibilities, be sure the toy is not too difficult for the child, and be sure it really works and is foolproof.

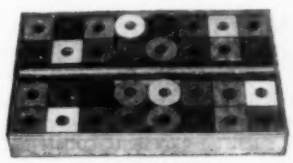
TOYS THAT HAVE educational possibilities can be found for the youngest member of the family. An infant of six months given a simple four-inch ring rattle gradually learns many lessons from it. When the baby first tries to grasp it, and then later to put it into his mouth, he has had to develop a good deal of coordination between eye and hand and brain. An infant up to eighteen months can learn much through sensory experiences. To this end he should be given hard objects to feel, such as bead dolls; soft objects, such as woolly animals; bright beads for their color; rattles with pleasant sounds to follow. All these toys must be the kind that can be taken in his mouth without harm from paint or sharp edges, because he will (*Turn to next page*)

for LITTLE BROTHER as well as "BIG" SISTER

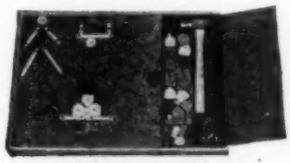
Little brother enjoys "Peggy Pull" while older sister "works" at Playskool — The Home Kindergarten.



Cart-Block Peggy
a more elaborate combination pull-toy and peg-board.



Col-O-Rol Blocks
for simple lessons in construction and color-matching.



Hammer-Nail
makes the child's desire to pound, a constructive pastime.

> > > the Benefits of "Learning While Playing"

PLAYSKOOL Institute Products now meet the play requirements of all young children . . . . the pre-school child, the child in kindergarten, and the child in the primary grades.

From the simple sets of large pegs and blocks . . . . for very young children . . . up to Playskool, The Home Kindergarten . . . . each of these fascinating playthings brings specific benefits in sense training, muscular control and mental development.

Department stores, toy, and children's shops feature Playskool products in their exhibits of educational playthings. Alert toy advisers will aid you in choosing the right Playskool playthings for the little folks on your Christmas list.

Let us send you an illustrated folder of the complete Playskool line together with the booklet "Pre-school Training in the Home". Enclose Ten Cents, to cover mailing, with the coupon.

PLAYSKOOL INSTITUTE P.-11-30
594 Commerce St., Milwaukee, Wis.

I enclose Ten Cents, to cover mailing, for the new Playskool Folder, and the booklet "Pre-school Training In The Home".

Name_____

Address_____

City_____ State_____

PLAYSKOOL INSTITUTE
594 COMMERCE ST. • MILWAUKEE, WIS.
A DIVISION OF JOHN SCHROEDER LUMBER COMPANY

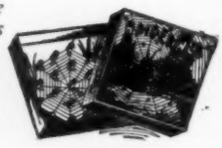
The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

All Children love these GAMES

"PLA-RITE" Games offer lively, interesting entertainment for children of every age. Here are just a few, and we will gladly send you a pamphlet describing them all.

WITCH-EE
The Animated Fortune Teller
A most fascinating, tantalizing game that captivates children and adults. Beautifully reproduced in many colors, with a fortune-telling book and full directions for any number of players.
Price 75 cents

SPIDERWEB
A Solitaire Puzzle Game that Fascinates
The terrible spider and the seventeen tangled flies furnish endless entertainment for the lone player. Three different problems are present in this game. All in a handsome box with directions.
Price $1.00



ROCK-A-BYE BIRDIES
A Beautiful Game for Little Children
Attractive color treatments and a dearly loved subject combine with simplicity of play to make this an ideal game for little folk. All complete with directions. Price $1.00

PLAY **PARCHEESI** . . the lifetime game!
Standard Popular Edition $1.00
De Luxe Cloth-Covered Edition $2.00
Morocco Leather Gift Edition $3.50

Ask for these games by their names in your favorite store. If unobtainable, we will send those desired, prepaid, upon receipt of price.

SELCHOW & RIGHTER CO.,
Dept. P-11,
200 Fifth Avenue, New York City.

Toys That Teach

(*Continued from page 71*)

want to experiment with the sensation of taste and try the feel of things in his mouth as well as in his hand.

As the child reaches the age of a year and from then on until he is two, he learns by manipulating anything within his reach. To give him full sway is very trying for the family. He is likely to find a fascination in opening and closing the refrigerator door or uncovering and covering the garbage pail. This opening and closing, uncovering and covering, are very satisfying for a child at the stage when he is learning by experimenting with familiar objects, but it may be inconvenient for the home. This problem can be solved by substituting toys that meet this natural need in the child. Many such manipulative toys are now on the market. For the child of a year, there is a nest of six colored wooden trays, the largest about four inches square, that he will enjoy taking apart and fitting together again. He learns to judge relative sizes by repeating the process over and over—he learns color, and many other lessons from this toy. Another is a pyramid of graduated colored discs that fit on a standard eighteen inches tall. The child must stoop to lift off the colored discs, for which he finds many play uses. He derives beneficial exercise from bending and lifting the large discs; finally it is a very nice problem to put the discs back onto the standard in the correct order. This he will not be able to do until he is at least two years old. There are variations of manipulative toys in many degrees of difficulty. For the child of about three, there is a toy that has discs of five different shapes, which must be sorted. He must concentrate on these a long time, and here again is an opportunity for much repetition—one of the best methods of learning.

WHEN A CHILD reaches a certain stage in his development, usually at about five years of age, he goes a step further. Besides manipulating with his material, he constructs with it. Let us take as an example such an excellent constructive material as moist potter's clay. A three-year-old will manipulate it, just to get the feel of it, perhaps rolling it into balls, at most. One day that same activity will take an entirely new form when the child says, "Look at the apples I made!" Then a basket is molded, and soon definite construction is started.

The interest in construction and in being creative needs to be stimulated and encouraged. This can be done easily, by having on hand those raw materials with which construction is possible. I have already mentioned some of these raw materials, namely: blocks of clay. Others that are equally important are materials for carpentry work: a workbench, with a vise, a few good workable tools, and plenty of wood and nails. Give a child of five years a good sturdy carpentry outfit like this, and time and a place to experiment with them, with help when it is necessary, and you will be surprised at the concentrated interest he displays. There is no discipline greater than that

tickled pink!

The biggest thrill of them all — with 57 different games — every one a fascinating, absorbing game of skill or concentration. Games that get the gang together for the time of their lives — at home.

57 GAMES on one board

The kind of games you want your youngsters to enjoy—and the kind they will enjoy — for every game has passed the test of child approval. The ideal Christmas gift!

THE CARROM CO.
Ludington, Michigan

Carrom
GAME BOARDS
"at most dealers"

MODERN DOLL HOUSES

Either English or Colonial designs. Built to last a life-time. Colorful, yet washable finishes; real glass set into metal window frames; electric lights and other unique features. Sizes of 5, 6, 7, and 8 rooms and a range of prices from $35 to $125. Every little girl wants a doll's house.

Send for illustrated catalog

C. C. STANLEY
191P Lake St., Brighton, Mass.

Glorious Fun brings Sparkling Health

THE MERREMAKER MARK

HERE is an ideal Christmas gift for children of all ages. They love the variety of plays they can get on Merremaker Home Playground Equipment. Wonderful health builder. Keeps them off the streets. Strong, durable, practical and inexpensive.

Complete Catalog FREE

Many fine pieces to choose from. All shown in 4 colors in new catalog. Write for copy, new low prices and dealer's name free.

MERREMAKER CORP.
748 Eighth St. S. E.
Minneapolis, Minnesota.

Keep them Handy Double-tipped SWABS

In numberless homes, mothers are realizing the splendid usefulness of Q-TIPS — double-tipped swabs of sterilized, boric-dipped cotton. For swabbing infected throats; for cleansing baby's eyes, ears, nose, navel; for one hundred home uses. Sold everywhere in dainty boxes of 25c and 50c sizes. Or write Dept. 21, Q-TIPS, Inc., 32 East 31st St., New York.

Q'TIPS
DOUBLE TIPPED SWABS

Baby Comfort Is Assured if You Use
CUTICURA PREPARATIONS
Price 25c. each. Sample free.
Address: "Cuticura," Dept. 2B, Malden, Mass.

Educational Playthings

Not "Toys" but construction sets, for boys and girls of every age, that afford fascinating employment . . . real play for the hands and mind.

"WOODCRAFT" SET
Illustrated above, includes material and tools with blueprints and directions for making useful household and playtime articles.
Small Set for little beginners.....$5.00
Large Set, more tools.....$10.00

MAKE-A-CLOCK SET
All the instruments and material necessary to make an attractive, highly lithographed clock that keeps excellent time.....$4.75

TOOL CHESTS
Very handsome, strong metal tool boxes that contain high grade tools you cannot purchase in any good hardware store at the low close-out prices offered now.....$7.50—$10.00—$14.00—$18.00

Games, Toys and Playthings for children of every age, grownups, and party entertainment.
WHAT YOU BUY at MAYFAIR IS ALWAYS the BEST
Send for Our Catalog.

Mayfair Playthings Store
9 East 57th Street, New York City

Behavior Problems of Children

Habit Training in the Home

Psychological Service—Advice on Schools

SELECTED GOVERNESSES UNDER SUPERVISION

Psychiatric Case Work—Visiting or Resident; Tutoring, etc.

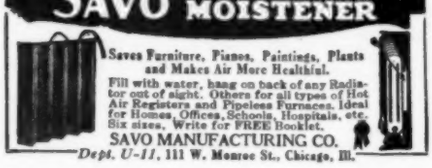
A Service Without Geographical Limitations for All Children, Normal or Handicapped

ASSOCIATED GUIDANCE BUREAU, INC.
JESS PERLMAN, Director
Consultation by Appointment
ONE EAST FIFTY-THIRD STREET
NEW YORK CITY
Telephone—Plaza 9512

MORE THAN A BOOK
A New METHOD

A practical, simple and valuable aid to parents in securing obedience, developing character and overcoming bad manners and undesirable habits. Astoundingly easy to use.
Designed for use with children of 5 to 12 years, it wins and MAINTAINS THEIR INTEREST which accounts for its great success.
Book plus accessories, postpaid, $2.00. Money refunded if it does not appeal. Write
HAPPY HOUSE CO., WELLESLEY, MASS.

SAVO AIR MOISTENER



Saves Furniture, Pianos, Paintings, Plants and Makes Air More Healthful.
Fill with water, hang on back of any Radiator out of sight. Others for all types of Hot Air Registers and Pipeless Furnaces. Ideal for Homes, Offices, Schools, Hospitals, etc. Six sizes. Write for FREE Booklet.
SAVO MANUFACTURING CO.
Dept. U-11, 111 W. Monroe St., Chicago, Ill.

which is required to keep at the job of sawing through a wide piece of board.

An incentive is often necessary to encourage a child, and one that has many advantages, is to suggest that the child make gifts for the various members of the family. The object serves a useful purpose, thus dignifying the occupation for the child—the other and even greater value of making gifts is learning what the joy of giving is—an experience which many children are denied.

Still other materials for creative expression are painting materials, crayons and sewing materials. There are splendid sets already prepared for the making of many gifts. That these must be simple enough for your child's ability is a warning that cannot be too often repeated.

CHILDREN DO NOT always feel in the mood for construction and one must provide for these hours, also. One of these other play activities can be called the dramatic play interest. Dramatizing the life of the family is the good old-fashioned game of "house." Provide dolls that can be bathed, strong doll's-bed and bureau, unbreakable dishes for a tea party. These toys are enjoyed by children from two to ten years of age; the play is simple at first and becomes more intricate as the children grow older. Some form of playhouse is splendid to have. There are simple ones on the market in the form of grocery stores with which children can dramatize the whole story of going to market—and through this play can learn more about adding and subtracting, as they make change with their toy money, than they would learn in formal school arithmetic lessons in a much longer time. Lessons learned through play, when learning is just part of the fun; lessons learned through meeting situations, as here in playing store, are the lessons that are really learned and that remain for life. (This is the principle upon which much of the teaching of the progressive school is based.) Another playhouse that appeals to every child who has been thrilled by Commander Byrd's adventures in the Arctic regions is an Eskimo igloo of canvas that looks exactly like a real one made of ice. Can you imagine the fun children can have dramatizing the whole story of Little America and what added knowledge this game will bring with it?

As much of the child's day as possible should be spent out of doors, of course, and with as much exercise as possible. If one is fortunate enough to live in a place that has natural climbing facilities, there is little need to provide anything else upon which to exercise. By this I mean that if there are trees and fences to climb, or a cellar door to slide down, regular play-yard equipment can be dispensed with. However, most children are not able to have this natural equipment, and then a play-space fitted out with apparatus is most worth-while. For the pre-school child there should be large boxlike blocks to haul about, to pile up and use as steps. A substitute for fence climbing can be had in a low ladder that resembles a carpenter's horse with several rungs on each side for climbing. A slide (*Turn to next page*)

those
SLEEP-DISTURBING COUGHS
of children

EVERY mother is instantly awake at the sound of a child's cough at night. But what comforting relief is found in Vicks VapoRub!

Quickly Checked

Usually, just one application eases the breathing and checks the cough. Soon both mother and child are sleeping peacefully again.

Two Ways at Once

Just rubbed on throat and chest, Vicks acts through the skin like a poultice or plaster and, at the same time, it gives off medicated vapors which are inhaled direct to the air-passages.

Without "Dosing"

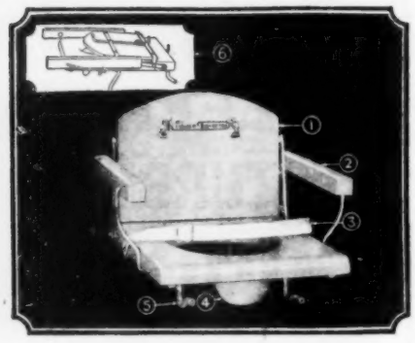
Mothers especially prefer this better method of treating colds, coughs and sore throat, because it cannot upset children's delicate digestions as "dosing" is so apt to do. Equally good for adults.

VICKS VAPORUB

OVER 26 21 17 MILLION JARS USED YEARLY

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

The Kiddie Toylette No. 19



AN INFANT SEAT OF SUPERLATIVE MERIT

Smallest Infant Positively Cannot Fall Off

THE only infant seat with positive lock front and back. Will not mar the finest finish of the adult seat. Finished in attractive nursery colors. Note these points (indicated in picture) all important to you or to your Baby:

1—Full back set at comfortable angle.
2—Wooden arms.
3—Waist line safety strap. See below.
4—Closed front and sanitary lip insures utmost cleanliness of adult seat.
5—The clamps automatically lock seat in place when cover is raised.
6—Only one motion required to either lock or release this new seat.

It is obvious that an open front infant seat is unsanitary. That is why this new Kiddie Toylette No. 19 is made with a closed front and a sanitary lip which extends downward into the bowl, and may be used for either sex.

The waist line safety strap is adjustable and is placed at the back of the seat and prevents the child from moving forward, thus keeping him properly positioned over the opening in the adult seat.

Literature further describing this PERFECT Infant seat will gladly be sent upon request, together with a pamphlet describing 20 other baby specialties, such as the Auto-Comodate, Comfy Crib, Tub-a-lette, etc.

Insist upon your dealer procuring this improved new seat for you.

The NURSRY-CRAFTERS
(KENNEDY-McCANDLESS CORPORATION)

1033 Jay Street • Rochester, N.Y.

THUMB SUCKING

Safety Thumb Guards will safely and quickly cure your child of this bad habit.

Patent Applied for

Guards ingeniously constructed of one piece of German Silver Wire. No ends to loosen, to injure the face or eyes. *Used for fingers also.*

Perfectly safe and sanitary.

Complete instructions with guards.

Price, $1.75 per pair, postage prepaid. State age of child when ordering guards. Satisfaction Guaranteed.

THE SAFETY THUMB GUARD CO.
Dept. P New Haven, Conn.

Toys That Teach

(*Continued from page 73*)

a swing, some form of safe seesaw, and of course a sandbox or some other equally adequate place to dig are also indispensable. A sandbox is always a source of joy to children from the youngest to big eight and nine-year-olds. This is because sand has many of the creative possibilities that are to be found in blocks and in clay. One can construct villages, hills, and dales in sand. There are certain sand toys on the market in the shape of animals, houses and trains which can be stuck into the sand.

Other climbing apparatus for the child of four to seven consists of labyrinths of bars and rope ladders. There is another type of apparatus that is important for acquiring skill. This consists of uprights, preferably of metal, from which are suspended trapeze bars and rings for acrobatics. A horizontal ladder that has many play possibilities is still another piece of apparatus for acquiring skill. A playground with the equipment listed is ideal, not only because of the benefit that the apparatus itself gives the children, but also because of the social factor involved. To provide a place where your children's friends can gather, where clubs and groups are formed, is providing a place where your children can make social adjustments under the most ideal conditions.

WE WANT our children to have as rich a background of general information and experience as possible. The best and at the same time most enjoyable way to introduce a child to facts that should be learned, to art expressions that we want them to have experience with is through play. In music, a child can be given toys through which a real musical experience can be had, before the more formal learning of an instrument is attempted. If there are several children in the family, near enough of one age, what fun they can have playing in a band! They should be outfitted with a tambourine, tom-tom, bells, and triangle, and with these they can beat out the rhythms of music supplied by the nursery phonograph. Later when they are interested in a step beyond the simplest primitive rhythms, they can be given well tuned xylophones to experiment with picking out simple tunes. Still another piece of music equipment that can really be called a toy is a psaltery, very similar to a zither. The strings are numbered as well as lettered, and one can play quite pleasant tunes upon it, without having had any formal musical instruction.

I HAVE TRIED to show how one can widen the child's horizon, by means of the toys that one gives him. When you choose your children's toys in the future, consider, before you buy, whether they will really have fun with them because they can do things with them. Will the fun last, or is the toy too fragile to stand the rough usage given by a normal, healthy child? Will the toys really give them fun, or are they too difficult to enjoy? Let the toys that you choose for your children be such as will give them a chance for wider and richer experiences.

New Books for Boys and Girls

SONNY ELEPHANT

By Madge A. Bigham

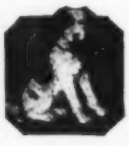
A delightful tale of a little boy of India and "the fattest little elephant you ever did see." Illustrated in colors by Berta and Elmer Hader. $2.50

THE KING'S SPURS
By Russell Gordon Carter
The story of a youth of thirteenth-century France, by the author of "Three Points of Honor." Illustrated by Leo O'Donnell. $2.00

OOD-LE-UK THE WANDERER
By Alice A. Lide and Margaret Johansen
The thrilling adventures of an Eskimo boy of 16. Illustrated by Raymond Lufkin. $2.00

THE SINGING SWORD
By Mark Powell Hyde
Squire Ogier distinguishes himself at Charlemagne's court and then makes Denmark united and prosperous. Illustrated by Philip Cheney. $2.50

THE GYPSY BRIDLE
By Lenora Mattingly Weber
A mystery story set on a Colorado ranch, whither comes a Gypsy with a golden-hued bridle. Illustrated by Kurt Wiese. $2.00



BRISTLES
By Theodocia W. Bird
The delightful story of a wire haired fox terrier who loved children. Illustrated by F. Strothmann. $2.00

Send for our Complete Catalogue

LITTLE, BROWN & COMPANY
Publishers 34 Beacon Street Boston, Mass.

"TEACHER LIKES OUR KLAD-EZEE SNUGOVERS"

Children can put on these self-help snow suits for recess unassisted. Three zipper style fasteners make it easy. And mothers know that Betty and Junior are snugly protected with no gaps for Jack Frost to penetrate. Klad-Ezee Snugovers are smartly tailored from warm, durable materials. They are becoming and practical from the standpoints of health and economy. Send coupon for Snugover on approval. Returnable if you wish.

Klad-Ezee Garment Company
243 1st Ave. N., Minneapolis, Minn.

Please send me.....Snugover Suits as checked on approval. I will either remit full price or return the suit within 3 days.

☐ Mohair Pile Fabric, ($12.50) Size .....
Cardinal.....Blue..... Beaver.....
☐ Virgin Wool—28 oz. ($10.00) Size .....
Cardinal..... Blue..... Green..... Cocoa.....
☐ Pliable Suede Cloth, ($8.75) Size .....
Copper..... Green..... Blue.....
☐ *Send me your income increasing plan for acting as your representative here.*

Name.....

Address.....*City*.....

Clapp's
ORIGINAL APPROVED
BABY SOUP
AND
STRAINED
VEGETABLES

In Glass

Also a Boon to Baby's Mother

Mothers—when your babies are about six months old, your doctors will advise Strained Vegetables to supplement the milk diet and increase the supply of mineral salts necessary to produce healthy bones and teeth.

Now is the time to find out why Clapp's Strained Vegetable foods are prescribed by over 5000 specialists, and why babies love them.

Why they save mothers 24 hours a week cooking and kitchen time and why, as they are ready to use except for diluting and heating, they are equally convenient to use at home or traveling.

Write today for booklet "Strained Vegetables for Infant Feeding," telling about the preparation of these fourteen foods —(Baby Soup, Wheatheart Soup, Liver Soup, Seven Different Vegetables and Three Fruit Pulps) and their distribution in glass jars through a local agency whose name we will send.

[In cities your dealer's name is listed in the classified telephone directory under Clapp's Baby Foods.]

Ask your Doctor

HAROLD H. CLAPP, INC.
1331 University Ave.
Rochester, N. Y.

Please send booklet
"Strained Vegetables For Infant Feeding"
Use margin for Name and Address

MATERNITY AND AFTER-BIRTH APPAREL

A long established concern whose specialty is to fill the requirements of the mother before and right after the birth of her child. Exclusive models of Maternity Corsets, Girdles, Brassieres and Dresses, also After-Birth Corsets and Nursing Brassieres. Individual attention. Out-of-town orders satisfactorily filled by mail. If unable to call, send for free catalogue No. 18.

BERTHE MAY, 10 EAST 46th STREET, NEW YORK

Is one nipple as good as another? Think! You sterilize the articles used in preparing the baby's food—sterilize the bottle —but will the nipple which comes in direct contact with the baby's mouth stand sterilization after each feeding?

INGRAM'S Transparent Nipples are made of the finest Para rubber which guarantees absolute purity—will stand repeated sterilizations—cost no more and will outwear other nipples.

ERNEST MONNIER, Inc., 127 Federal St., Boston, Mass.
Please send me free sample nipple.
NAME.....
ADDRESS.....

So Early Monday Morning

(*Continued from page 29*)

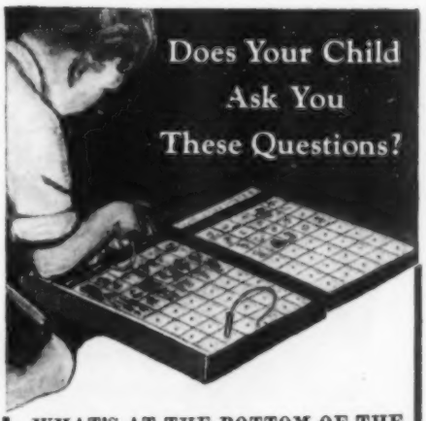
underwear, nor the embroidered napkins —of course you wouldn't expect me to send out things like that." Yet this woman had been triumphantly affirming large laundry economies while actually these were achieved by herself serving as operator for the skilled work.

In many homes compromises of this sort frequently prove very satisfactory. A kind of bulk-economy is arrived at through commercial laundry service and then all the "extras" are taken care of by some member of the family. As a method this has much to commend it, but to the gatherer of laundry statistics it produces a baffling situation.

In general, then, it may be said that employment of the commercial laundry tends to work out as a method of handling the bulk of a household "wash," at a fairly economical rate, while fine work of all kinds is left as still another problem for the housekeeper, who usually solves it by doing it herself. In contrast to this, employment of a laundress at home tends to work out a system which includes everything, but at less evident economy for each week's operation. For instance, such items as baby-blankets and slip-covers are handled by the home laundry as a matter of course, while in the commercial laundry they would represent a special charge. Also, when a laundress is available in the house she frequently will do as part of her day's work many an odd bit of lightweight pressing which would otherwise go to the tailor.

Nevertheless, in those sections of the country where domestic help is difficult to find and where consequently wages-by-the-day are high, the laundress working in the home will generally be found to be more expensive than the commercial laundry, unless the home laundress is provided with machinery to speed her work, as is the case with operators in a commercial laundry. Handwork cannot compete against the machine, unless the wages of the handworker are low.

THIS SITUATION is well summed up by the experience of a friend. "When I moved to X. (a large eastern city) and was busy house-hunting and settling, we just sent absolutely everything for the entire family to the laundry. The work was good, but the bills ran between eight and nine dollars a week, and nearer nine than eight most of the time. So as soon as I could I found a laundress, who took two days, charging me eight dollars, so what with luncheons and carfares I was no better off. Then I put in a washing-machine and cut the time to a day and a half. But the half day proved a nuisance, so I added an ironing machine, and now have all the work down to one day." That, indeed, represents a substantial saving over the commercial laundry service previously patronized, but it is only fair to remember that in order to achieve it, this family made an investment of nearly three hundred dollars in laundry machinery. Thus equipped the home laundry can compete favorably with the commercial on the score of operating cost, but this implies a residence (*Turn to next page*)



WHAT'S AT THE BOTTOM OF THE SEA? The names of birds and flowers? How ants build their home? And hundreds more? Here's a toy that answers children's questions, and does so with a mysterious buzzing sound that thrills and teaches. A wonder-game of knowledge for your children that makes learning a glorious adventure. Always enjoyable. Lasts for years. Comes complete, with battery and 15 cards.

$3.50
Denver & West $3.75
All stores

FREE! Send coupon for folder describing this Wonder Toy and additional cards.

Animal life a million years ago. One of the 15 assorted cards.

KNAPP ELECTRIC QUESTIONER

Knapp Electric, (Div. of P. R. Mallory & Co., Inc.) Dept. P-11, 3029 E. Washington St., Indianapolis, Ind.
☐ Send FREE folder on the Questioner, cards and other Knapp Toys.
☐ Send Knapp Electric Questioner $3.50 (Denver & West $3.75). ☐ Money enclosed. ☐ I'll pay postman.
Name .....
Address .....

LUMINATOR

One of these amazing new indirect lamps will light every corner of a room 20x30 feet. Read anywhere; play six tables of bridge. No shadows; no eye strain. 80 attractive models to select from.

SEND for CATALOG

Write at once for Catalog **25** and name of local dealer.

PATTERN PRICES

(*Designs shown on page 32*)

No.	Price	No.	Price
3312	20 cents	3324	25 cents
3243	25 cents	3323	25 cents
3268	25 cents	3019	25 cents
55A—3 in.	60 cents	22366—Colored transfer	35 cents
3323	25 cents	3276	25 cents

Order from THE PARENTS' MAGAZINE, *255 Fourth Avenue, New York, N. Y.*

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

Your Boy Wants An American Flyer Train This Christmas

Mail Coupon for Colorful 48 Page Train Book—FREE!

Countless thousands of boys, dads and mothers, have written for this big *free* train book and have found it the source of a happy Christmas and years of fun and instructive play. It is a complete catalog of miniature railroading—describing and illustrating *new* Steam and Electric type locomotives that will *outpull all others—newly designed* and *larger* cars and other *new* Railroad Equipment. They are years ahead of all other trains. This fascinating book shows the complete line of American Flyer Electrical and Wind-up Trains, Equipment, Airplanes and the famous Structo Automobiles. Be sure you get your copy before you do your Christmas shopping. Mail the coupon *now!*

Just Like The Big Trains

American Flyers are actual reproductions of "crack" *American* Trains. Over 7½ million proud and happy owners testify to American Flyer's leadership. *Compare* American Flyer's exclusive and fun-making features, found in no other trains. Most powerful locomotives in both Steam and Electric Types—Remote-Control-Reversing Locomotives—Automatic Ringing Bell—Full Enameled Cars with *real* brass Window Trim and Fittings—Longest and Heaviest Freight Cars—High Speed Trucks—Remote Control Track Switches—more realistic Bridges, Stations and Tunnels. All these features, and more, at no extra cost, make American Flyers *the* gift for your boy this Christmas. Dads, too, are making miniature railroads a hobby.

New Remote Controlled Semaphore

"American Flyer"
Transformer Electric Trains Mechanical Trains

AMERICAN FLYER MFG. CO.
2228 S. Halsted Street, Chicago, Ill.
Please send me without cost or obligation the American Flyer 48-Page Catalog.

Name.....
Address.....
City.....*State*.....

So Early Monday Morning

(*Continued from page 75*)

sufficiently permanent to justify the capital outlay for the laundry machinery.

The third heading for comparison is that of results, or the effect on the wearing qualities of the clothes submitted to the two different forms of handling. To be fair one must not compare work done by a careful laundress in private employ with that done by a commercial laundry which has cut its rate to the lowest possible point. For it is possible to find a laundry where washing-compounds are judiciously administered, and where the work of the various operators is supervised, but a high-grade business of this kind will not be offering cut-rates for its services. Nevertheless, the bulk of domestic experience seems to prove that articles washed at home outlast those constantly sent to commercial laundries; the finer the goods concerned, the more likely is this to become apparent.

A year or so ago the domestic science department of a large eastern university gave a "home economics" exhibit. On the subject of home versus commercial laundries they had arranged a striking demonstration. It consisted of a group of children's dresses of the same general style and quality. One section of the group had been washed at home for a year while the dresses in the other section had gone out in the ordinary "family service" of a commercial laundry. The domestic scientists felt that one look at these contrasting exhibits was sufficient to prove the superiority of the home laundry. Granted that this was so, yet even that did not tell the entire story. To give a complete sociological argument, the mothers of the two families ought also to have been placed on exhibit to see which had best outlasted her year's work!

THE QUESTION OF LOSSES, too, must be faced. With better laundry managements, losses or destruction of articles is kept very low. Usually the housekeeper will encounter only the difficulty of recovering through the agency of the particular driver with whom she deals. With less responsible managements loss can easily run into a very considerable item. Yet it is also quite possible to suffer loss in the home on account of the carelessness or dishonesty of a hired laundress employed. It can be reasonably assumed, however, that no good home-manager will long employ either an inside or an outside agent of this kind. But for the home laundry alone can there be claimed the esthetic satisfaction of using garments and linen that have been washed, aired and sunned with a certain degree of privacy.

Luckily, home managers are not confined to a choice between complete commercialization or complete domestication of laundry work. Frequently, a fairly happy compromise can be made between the two, a division of labor that often forms the best practical solution of the laundry problem for the family with young children.

A few statistics on the cost of laundry may not come amiss. Given first are those gathered by the writer over a considerable period for laundry work done

So Youth May Know

New Viewpoints on Sex and Love
by
ROY E. DICKERSON

"Most outstanding book in field of interpreting sex and love."

"Kind of views one is glad to submit for consideration of young people, either naïve, perplexed or tempted."

THE book you can recommend to boys above fifteen. Gives accurate facts, frank, straightforward. Will aid youth in achieving spiritual philosophy of sex and love.

$2.00 *at your Bookseller or direct from*

ASSOCIATION PRESS
Publishers of Books with Purpose
347 Madison Avenue, New York

A SIEVE THAT SAVES YOUR HANDS

The SUPER SIEVE★ Rotary Colander

Baby's First Solid Food!

Now it's easy to sieve cooked fruits and vegetables. Just pour them piping hot into the Super-Sieve Rotary Colander. Rotate handy hard wood roller and food comes through QUICKLY in smooth, puree form—just right for baby's first solid food. Saves time and labor. A remarkable Combination Colander, Sieve, Ricer, Fruit and Vegetable Press with many DAILY uses. Approved by Good Housekeeping Institute. At stores or by mail $1.25. Fully guaranteed.

THE TYLER MFG. COMPANY
Dept. C-110 Muncie, Indiana

THUMB-SUCKING CURED!

In most cases it is no longer necessary to prison a child's thumbs in uncomfortable metal cages. Child specialists now recommend

BITE-X $1.00 per bottle *postage prepaid*

Simply apply Bite-X to the tips of the thumbs or fingers. It instantly forms a coating—adhesive, transparent and unpalatable. . . Perfectly harmless. Also a tested cure for nail-biting. Satisfactory results or money refunded

Remit $1.00 direct to
CHILD WELFARE GUILD, Inc.
Dept. 311, 468 4th Ave., New York

Asthma

Quick relief for Bronchial Asthma with Vapo-Cresolene, vaporized and inhaled direct to irritated membranes of breathing organs—restores normal breathing, makes restful sleep possible. The drugless treatment. Your choice of lamp-type or new electric vaporizer. All drug stores.

Lamp-type Vaporizer

Vapo-Cresolene

Electric Vaporizer

Remedial Inhalant for 50 years. Write for Booklet No. 9711 Vapo-Cresolene Co., 62 Cortlandt St., New York

REG. U.S. PAT. OFF.
Pant-ease Side Pinning **DIAPER**

YOUR BABY-HAPPY AS A KING

Wearing these soft, knitted cotton diapers that pin at the side. Easy to change—easy to launder—fine for training the baby. Sold at Dept. Stores and Children's Shops, or direct from us. Per doz., small, $2.50; large, $3.00; extra large, $3.50. Write for free booklet.

INFANT WEAR CO., DEPT. 330, PERRY, N.Y.

Child conduct and how to control it

THIS volume was written to help parents understand and control the conduct of children during the preschool years.

The book offers not only an illuminating view of the habits of childhood in general, but also a variety of suggestions for the handling of the delicate problems of conduct which arise during the years between one and six.

The Child From One to Six

By Ada Hart Arlitt

Professor of Child Care and Training, University of Cincinnati

188 pages, 5½ x 8, illustrated, $2.00

Discipline for small children, how to promote willing obedience, the value of good habits and how to encourage them, how to break bad habits, how to handle the child temperament, recreation; these and many other phases of the small child problem are discussed in detail, with a wealth of illustrative instances drawn from the author's professional experience. In the chapter on "How Your Child Thinks" there is an especially clear and simple explanation of the scientific facts in regard to the way a child's mind develops.

10 DAYS' FREE EXAMINATION

McGraw-Hill Book Co., Inc.
370 Seventh Avenue, New York City

Send me, all charges prepaid, for 10 days' FREE EXAMINATION, Arlitt's "The Child from One to Six." $2.00. I agree to remit for the book or return it postpaid within 10 days of receipt.

Name .....

Address .....

City and State .....

Occupation PAM-11-36

Maternity Style Book Free

LANE BRYANT MATERNITY Clothes enable you to dress stylishly during all stages of maternity—and *after* baby comes as well. Dresses and Corsets in latest modes, designed to conceal condition and provide for expansion. Also Apparel for Baby. *Send today.*

Lane Bryant Address Dept. 631 39th St. at Fifth Ave. New York

STOP Thumb Sucking

Baby Alice Thumb Guard

Immediately corrects thumb sucking. Safe, sanitary, no discomfort. Made of rustproof metal. Inexpensive. Approved by leading baby specialists. Sold by Surgical dealers, Department Stores and Baby Shops everywhere.

Guard Mfg. Co. 9 West 74th St. Cincinnati, Ohio

MOTHERS *Be a Genie to the Child You Love!*

Thousands of kiddies—at Xmas, birthdays, and special parties—have been made happy with "Fairy City"—it is fascinating and educational. 120 multi-colored pieces—ready to set up—no pasting. Includes complete circus—train, steamboat, airplane, bridge, public buildings, stores, tradespeople—a *complete city*. On heavy cardboard. Retails, $3.50. Sent postpaid in U. S. $2 ea., 6 for $10—12 for $18, to separate addresses. FREE—22 page Fairy Tale "Giants of Lilliputania" included with each "Fairy City". Order now for Xmas—satisfaction or money refunded.

THE BAKER CO., 304 Pearl St., New Albany, Ind.

both at home and by commercial laundries. They are by no means conclusive but they are honest and unprejudiced. One difficulty with statistics of comparative laundry costs is this: in a scentifically controlled experiment a certain number of given articles of similar size, weight and design should be done first at home by hand and by machine and then sent out to a commercial laundry, so as to compare the costs. Unfortunately, the resulting figures, no matter how exactly arrived at, would mean very little to the home manager because of the very important considerations which such an experiment would fail to cover.

FOR INSTANCE, laundry prices vary greatly, depending not only on the type and quality of service and management but also geographically, as do the costs of doing other business in different sections of the country. A shift of fifty miles geographically can make a difference of 50% in the cost of laundry work. Besides this commercial aspect, what the housewife really needs to know is not what it costs to do a given number of articles in an experiment, but what it would cost for the laundry of her own particular household. There is no such thing as a "standard" wash for a family of specified size, since too great variation prevails to make any kind of standardization practical.

The figures below represent a statement of cost-facts in known instances.

(1) Family of three adults and one child, in a small country town. Laundry bill $4 to $5 a week; stockings and silk underwear done at home.

(2) Same family in a large eastern city. Laundry bill $7 to $8 a week, stockings and silk underwear done at home.

(3) Family of three adults and six children—city conditions—clothes washed at home by laundress, no machines. Laundry cost $1000 yearly.

(4) Family of 2 adults and 2 children—city conditions—"flat-work" sent out, $1.50—$2.00 per week; remainder done by laundress using washing-machine, $3 to $4 per week. (Note that the low and high of laundry and laundress balance each other, making a total of $5 to $5.50 per week for the combination of commercial laundry and home laundress.)

WHERE laundry machines are used in the home their cost can also be estimated. Take the price of the machine (for example $150) and charge yourself 5% per annum for the use of the money invested. Then, as a good washing-machine is supposed to have a life of ten years, add another 10% per annum for deterioration. On $150, this would make a capital charge of $22.50 per annum for the machine, or at the rate of 43 cents a week. Cost of current for operating the machine is a far slighter element. It varies, naturally, with local electric rate conditions and size of family, the range being probably from five to ten cents weekly. Thus it is fair to estimate the cost of $150 worth of home laundry machinery as fifty cents a week for average conditions.

Litho Plate

Educational Blackboards

Mould the character and develop the inherent abilities of your children. They encourage three mental reactions that are basic principles for success in every job undertaken. *Enthusiasm—Thoughtfulness—and Fidelity of Purpose.*

Give your children the aid you know they deserve; get them a LITHO PLATE Educational Blackboard. Its pleasing appearance and outstanding educational features will surprise and please you.

Illustrated is the novel LITHO PLATE Combination Table and Blackboard—Besides combining all the advantages of LITHO PLATE Educational Blackboards—it serves as an attractive table. *See them on display at your local merchants.*

If your local merchant cannot supply you, we will send you a LITHO PLATE Combination Table and Blackboard with 40 charts complete with 2 chairs, at $13.50. Or a LITHO PLATE Educational Blackboard, as illustrated at the right, with 40 charts and unbreakable, slated blackboard, at $4.95—or one having 60 educational charts, with 30 in color, at $5.95, F.O.B. Muncie, Indiana.

RICHMOND
SCHOOL FURNITURE CO.
Muncie, Indiana, U. S. A.

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

Writing

a source of income that many people neglect

MANY people who *should* be writing never even try it because they just can't picture themselves making "big money." They are so awe-struck by the fabulous stories about millionaire authors that they overlook the fact that $25, $50 and $100 or more can often be earned for material that takes little time to write—stories, articles on home or business management, sports, travels, recipes, etc.—things that can be easily and naturally written, in spare time.

Mrs. Cherry Bomer Smith, 2315 Cherry St., Vicksburg, Miss., is but one of many men and women trained by the Newspaper Institute of America to make their gift for writing pay prompt dividends. She writes:

"I have enjoyed the course very much indeed and wish to report that I just sold a feature article for $40.00 to the Hearst newspapers Sunday Supplement — the American Weekly Magazine."

Another of our student members who tried is Arthur S. Pettit, 368¼ So. Burlington Ave., Los Angeles, Cal. He writes:

"Since enrolling with the N. I. A., I have written several articles for health publications that have been accepted. I am now engaged in the preparation of some articles on church music and on business. Again I want to assure you that I am well satisfied that I decided to learn to write by your copy-desk method."

You, too, can learn to write! How? By WRITING!

The Newspaper Institute of America offers an intimate course in practical writing—a course as free from academic "isms" and "ologies" as a newspaper office—a course as *modern* as the latest edition of this morning's paper.

Week by week, you receive actual assignments—just as if you were right at work on a great metropolitan daily. Your writing is *individually* corrected and constructively criticized. A group of men with 182 years of newspaper experience behind them are responsible for this instruction. Under such sympathetic guidance, you will find that (instead of vainly trying to copy some one else's writing tricks) you are rapidly developing your own distinctive, self-flavored style. You are learning to write by writing—acquiring the same experience to which nearly all well-known writers of short-stories, novels, magazine articles, etc., attribute their success.

How you Start

To insure prospective student-members against wasting their time and money, we have prepared a unique Writing Aptitude Test. This tells you whether you possess the fundamental qualities necessary to successful writing—acute observation, dramatic instinct, creative imagination, etc. You'll enjoy this test. Newspaper Institute of America, 1776 Broadway, New York.

Newspaper Institute of America
1776 Broadway, New York

Send me your free *Writing Aptitude Test* and further information on writing for profit, as promised in Parents' Magazine—November.

Mr. }
Mrs. } .....
Miss }

Address .....

(All correspondence confidential. No salesmen will call on you.) 29K260

Why don't you write?

EXPECTANT MOTHERS

Silhouette by GEORG PLISCHKE

Clothing Essentials for the Mother-to-Be

By LOUISE ZABRISKIE
Field Secretary, Maternity Center Association, New York City

ONE OF THE major considerations in the care of the expectant mother is her clothing, as it is important to her health and spirits that she continue to enjoy her customary diversions; and the degree of comfort and satisfaction she finds in her maternity clothes will have a strong influence on her choice of recreations. The prevailing styles, climate and weather necessarily determine to a great extent the style of clothes to be chosen, but the following fundamental points deserve special consideration during pregnancy:

Clothes should be light in weight, attractive, comfortable and supported mainly from the shoulders. It has been said that a cheerful nature often betrays itself in a bright touch on the clothing. Perhaps also the reverse is true and a dress suggesting a happy spirit will encourage light-heartedness in the wearer! If this is so, surely pregnancy is a period when the spirit should have all the encouragement it can get from gay clothes, which need not necessarily be more expensive than unattractive ones. Clothes to the casual person's mind suggest only the outer garments, but at this time there are other details which should be considered with equal care. The skin assumes its share of the responsibility of increased elimination and for that reason the clothes worn next to it should be such that the body does not suffer from sudden changes of heat or cold. Tight bands should be avoided about the waist as well as around the legs; for tight bands impede the circulation and are often the cause of swelling and varicose veins. Therefore if a corset or girdle is not worn, shoulder garters should be used to hold up the stockings—never round garters. The tops of stockings, too, should never be tight enough to bind.

Support of the breasts and abdomen often prevents fatigue. During the prenatal period the breasts become slightly enlarged and heavy so that a well fitting brassière which holds them in a normal position is a great relief. Later during the very early after-care this same kind of brassière adds greatly to the patient's comfort. Some brassières are made to open in front and are especially convenient during the nursing period. The important point is, however, to have a brassière that holds the breasts in their normal position and thus offers the greatest possible comfort. Women who are accustomed to wearing corsets will not feel the need of making a change until the third or fourth month, when the abdomen begins to enlarge so that a different kind of garment is needed. The support should be from below so that the abdominal muscles are relieved of excessive strain and it should be anchored to the top of the pelvis in the back. Most women find that a well fitting girdle, binder or corset (depending on the size and habits of the person and the tone of her abdominal muscles) is a comfort; for it not only helps the abdominal wall to carry the weight of the baby but it often prevents backache and that exhausted feeling of being burdened. These supports should be light weight with no bones over the abdomen and always adjustable; for pregnancies differ in their development and these supports must at all times be comfortable.

Shoes, or more specifically the kinds of heels on the shoes, also merit consideration. Normally we are delicately balanced, but as soon as pregnancy begins to advance women have to readjust their balance and for that reason are more dependent on the heels of their shoes. They should, therefore, be firm, solid heels, high or low according to the individual's greatest comfort, but they must be firm so that the wearer will have a sense of security when she walks. Too high heels cause backache and increase the risk of turning the ankles and falling, which is a serious accident for the expectant mother.

Clothes should be chosen wisely then, since they affect the spirit as well as the body, and for the expectant mother it is much more gainful to keep up the diversion and healthful exercise, which wisely chosen clothes permit her to enjoy as before, than it is for her to sit around at home and mope.

THE ADVENT of pregnancy stirs the emotions of parents very deeply and if at this time the patient is not feeling quite up to par physically, a nervous unbalance may result and we may find her worrying about certain popular notions handed down with the ages. She may be concerned that her condition of mind will influence her unborn baby, that something she does or sees will "mark" or deform him, or that reaching or throwing her arms over her head will wind the cord about the baby's neck.

It is a great relief to know that there

has been much scientific investigation of these popular beliefs and no supporting data have ever been found. The little baby is completely formed at the eighth week and the only communication between the mother and baby is through the blood stream. Therefore as blood does not carry mental impressions, no effects of shock can reach him. Also if the mother stops to think she will realize that the baby's cord is no way connected with her muscles or nerves so that no movement she makes with her arms can possibly harm him.

It is well when such notions occur for patients to talk them over with the doctor; for he can explain the reasons for their fears and advise them how to cultivate a more normal outlook. Exercise, recreation and stimulation for the mind are vital. Perhaps this is one of the special privileges of the expectant father: to help his wife to bear the inconvenience of pregnancy with such a spirit that her future well-being is better assured.

Books and Pamphlets

Published by THE PARENTS' MAGAZINE
255 Fourth Avenue, New York, N. Y.

A Doctor's Letters to Expectant Parents—A helpful book treating the psychological side of pregnancy as well as the physical. Invaluable to both mothers and fathers-to-be. Eighteen letters—two for each of the prenatal months. $1.75.

The Modern Baby Book and Child Development Record—A unique book in which to record the development of children from birth to 16 years. It combines the charm and sentimental features of the old-fashioned baby book with the scientific records prepared by two of the foremost child specialists. Enables you to compare your child's development with the "average" child. The book comes in a box containing a handy file for photographs, letters, school report cards, etc. An ideal gift to the mother of a new baby. In pink or blue cloth binding—$5.00. De Luxe edition in half leather in either color—$10.00.

If Parents Only Knew—What the modern school is doing for the child and how the home can help. Health, Recreation, Citizenship, Character Training and Choice of Vocation are among the subjects. $1.75.

How to Adopt a Child—How to select the right child for you; the methods of adopting a child; a list of reliable agencies through which they may be adopted and information on the rearing of adopted children. 25c.

Choosing the School—Questions parents should ask when choosing a school. A school catechism and a bibliography on educational methods. 10c.

What a Camp Can Do for Your Child—This pamphlet explains the advantages of camp life for boys and girls and includes a bibliography on camps and camping. 10c.

Should Children Eat Canned Foods?—An unbiased report based on scientific findings concerning the quality and safety of canned foods and their use in the child's diet. 10c.

How to Boost the Membership of Your P. T. A.—A 12-page pamphlet outlining a well-laid plan of action for a successful membership drive, including methods of gaining co-operation of members and school children and ideas for publicity. 10c.

New! **Do Smocking Quilting, Monograms, Decorative Stitching on your own Sewing Machine**

And Remember **—**
for your sewing—threads that match your fabrics perfectly in color, size and texture.

J. & P. Coats or Clark's O. N. T. Boilfast mercerized threads, for all medium and sturdy weight fabrics. In all staple and fashionable colors.

Clark's O.N.T. Sheer Fabric Thread made especially fine for stitching voile, chiffon, georgette, crepe de Chine and other sheer and light-weight fabrics. Boilfast, mercerized, in all fashionable colors.

8 Times Faster than by Hand!

Yes, you can now do all kinds of colorful decorative stitching right at home on your own sewing machine. Such smart and lovely effects and all so easily and quickly done. No special attachment needed.

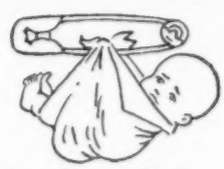
This fascinating new craft is made possible by TRIMSTITCH, the new decorative thread created by J. & P. Coats in beautiful, clear, Boilfast colors, especially for sewing machine use. Just use a spool of TRIMSTITCH for the upper thread, use the coarsest machine needle, and sew! You can stitch quilt blocks; smock little girls' dresses; decorate towels, napkins, luncheon sets; make initials and monograms; finish collars and cuffs; apply bias bindings—actually in one-eighth the usual time.

19 suggested designs with directions **FREE!**

Send the coupon below for free folder telling all about TRIMSTITCH—the new craft—and containing 19 suggested designs with step-by-step instructions. You can get J. & P. Coats TRIMSTITCH at your favorite notion counter—only 5 cents a spool.

THE SPOOL COTTON COMPANY
Dept. 22-Y, 881 Broadway, New York
Please send me free descriptive folder containing 19 suggested designs with instructions for TRIMSTITCH.
*Name*_____
*Street (or R. F. D.)*_____
*City*_____ *State*_____

J. & P. COATS AND CLARK'S O.N.T.
THE TWO GREAT NAMES IN THREAD



Little things that count

Not only the smallest member of the family but the smallest item in his outfit is of vital importance to the wise mother. That is why she chooses DUPLEX Safety Pins.

Rust-proof, with gilt, nickel or colored enamel finish.

Send for Sample Pins.

DUPLEX SAFETY PINS

CONSOLIDATED SAFETY PIN COMPANY, Dept. 3, Bloomfield, N. J.
Owned by the Makers of Chase Brass

A Gift for Mothers and Babies

THESE soft, fluffy, absorbent modern diapers are a blessing to mothers. When soiled, simply throw them away like ordinary tissue. Easily replaced with fresh, sanitary pad. No more diaper washing.

Special Offer: 2 Downee Didees and 3 packages of pads, only $2.75. Small size for babies up to 4 mos. (40 in pkg.); medium, 4 to 9 mos. (34 in pkg.); large, 9 mos. and older (30 in pkg.) Extra pads 55c package. They make wonderful gifts for Xmas and other occasions. Order today.

Downee Products Co. **Sioux City Iowa**

I enclose $.....for ..... special offer packages of Downee Didees and pads, at $2.75 each. (Check sizes wanted)
☐ Small ☐ Medium ☐ Large

Send to.....
Address.....
City & State..... P. M. 11

WHAT SHALL WE NAME THE BABY?

This is the title of a new booklet, suggesting many names for boy and girl babies, with explanations of their meanings, and allusions to history, poetry and legend. Bound in Blue and gold. Send one dollar.

WILLIAM LEWIN, LEFCOURT BUILDING, NEWARK, N. J.

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

Her physical life forever beautified!

AT last you have told your child the most delicate story in life—*the story of life itself.* With a sigh of relief you realize that she has reacted favorably and gained a mental impression that will forever beautify her physical life!

Briefly, The Flower Song provides *pleasant* mental preparation for the biological facts of life which all mothers quite naturally dread to explain. It is written entirely in verse and is beautifully illustrated throughout in four pastel colors. If your little boy or girl is soon to reach the complex period of adolescence, you should obtain a copy of The Flower Song; before the first paragraph is finished you will know that here is the solution to the problem which social taboos have made so difficult.

Remember, The Flower Song is not a booklet of colorless, material facts which most children regard as secretive or morbid. It serves an entirely different, and perhaps more important function—that of providing young, sensitive minds with wholesome emotional preparation.

SEND ONE DOLLAR today with coupon below and you will receive a copy of the first printing with a money-back guarantee of satisfaction.

"...Well, bless my beams", the Sun replied,
"You need some babies by your side. You
need some little buds to grow, And tell
you that they love you so."

* * *

Written by the author of THE VILLAGE RHYMESTER whose homely philosophy is followed by millions of newspaper readers and radio listeners throughout the country.

VON HOFFMANN PRESS
102 So. 9th St.
St. Louis, Mo.

Name and Address:

BOOKS for PARENTS

Recent Publications of Special Interest

Management of Young Children, by William E. Blatz and Helen Bott. *Morrow.* $3.00.

Even among the more helpful of the books designed to assist parents to a better understanding of their children so many are as restricted in their outlook as a guide to the opera or to the native butterflies, that it is refreshing to take up a work in which parenthood is seen in relation to the whole of life, and in which the management of children is seen in relation to the whole of society. In contrast with "The Management of Young Children," a large part of the recent offerings will come to be classed as books of rules. Dr. Blatz and Mrs. Bott will have incurred the gratitude of thousands of parents, and of others who have to deal with young children day by day.

The topics treated are the very practical ones that every young child presents, as well as the "theoretical" ones that puzzle every conscientious parent: The place of authority, discipline and freedom, the nature of control, need and opportunities for activity, constructive and destructive tendencies in children, "danger situations," relations among children, rewards and punishments, success and failure, levels of action, the influence of adults, both intentional and unconscious.

To offer advice to adults, whether as parents or as specialists in some vocational field, is to assume that they are able in some measure to regulate or modify their own lives. In this book parents are directed toward the importance of creating a constructive environment for their children with the confidence that, within certain limits, the counsel is practicable; and this confidence rests upon a wide experience with concrete parents. The teaching is built up on cases—actual situations that present problems—and it leads to principles that appeal to the fundamental common sense of parents.

The problem of authority, for example, stresses to begin with the vast changes that have taken place both in our conception of authority and in the actual force of authority. A quotation from Mr. E. A. Filene indicates the shift from the time when the truth of a proposition depended upon the authority back of it, to the time when anybody's authority depends upon the truth he commands. Parents themselves are confused by the feeling that children must somehow yield to their authority, even when it comes into conflict with their own misgivings and uncertainties. In the community all of our traditions and theoretical aspirations stress the significance of individuality, self-expression, independence; whereas, all of our activities and conventions make for standardization and uniformity—the authority of custom and the inertia of the majority dominating the individual who represents the one enduring value. The parent can find a new source of authority in a higher competence to serve as guide, as well as a new technique of management and control.

The chapter on "Danger Situations" will appeal particularly to the many parents who are willing to accept the logic of a liberal attitude and the need of training in freedom, but who, nevertheless, feel appalled in the presence of unquestionable dangers— open windows, street crossings, mysterious bottles, the lure of fire and other temptations to experiment with the unknown. The effects of yielding to childish impulses involve dangers, against which it is the obvious duty of parents to protect the child. There is, however, the further responsibility of searching into the sources of such behavior with a view to saving the wholesome impulses and guiding them into constructive channels. The authors deal with these situations both interestingly and practically, instead of dismissing them with rules for punishing or "conditioning" the child.—*Sidonie M. Gruenberg.*

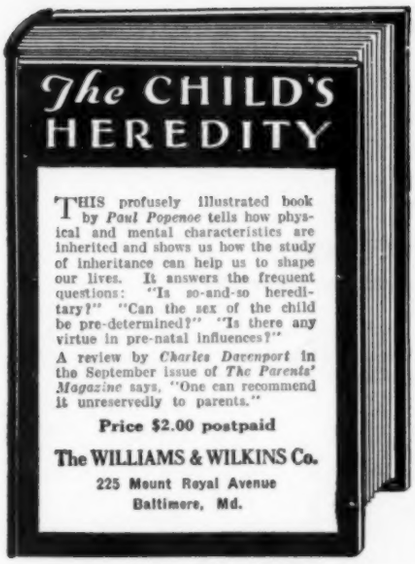
The New Education in the Soviet Republic, by Albert P. Pinkevitch. $4.00. **The New Education in the German Republic,** by Thomas Alexander and Beryl Parker. $4.00. **The New Education in Austria,** by Robert Dottrens and Paul L. Dengler. $3.00. *John Day.*

It is cause for rejoicing that the International Institute of Teachers College of Columbia University has seen fit to help dispel the miasma of ignorance concerning the Soviet Republic in bringing out a volume of serious educational study by one of the leaders of the Soviet movement in education. Dr. Pinkevitch, long identified with the revolutionary group, a contributor to Russian pedagogical literature and now president of the Second State University of Moscow, is well fitted to describe the tremendous educational experiment of his country.

One can discern here two diametrically opposing tendencies: the scientific temper which fears not to go wherever the power of thought may lead, and the ideology which insists that the schools "should guarantee the inculcation of a Marxian outlook upon the world and a desire to take an active part in the work of

Any Book by Mail Postpaid

Our librarian will be glad to order and mail to you any book published in the United States. Checks or money orders to cover the regular retail price must accompany orders. The books will be mailed postpaid to any address in the United States or Canada. If the price of the book is unknown, send $3.00 and we will remit the change. If $3.00 is not sufficient, we will advise you. Address Librarian, THE PARENTS' MAGAZINE, 255 Fourth Avenue, New York, N.Y.


The CHILD'S HEREDITY
THIS profusely illustrated book by Paul Popenoe tells how physical and mental characteristics are inherited and shows us how the study of inheritance can help us to shape our lives. It answers the frequent questions: "Is so-and-so hereditary?" "Can the sex of the child be pre-determined?" "Is there any virtue in pre-natal influences?"
A review by Charles Davenport in the September issue of The Parents' Magazine says, "One can recommend it unreservedly to parents."
Price $2.00 postpaid
The WILLIAMS & WILKINS Co.
225 Mount Royal Avenue
Baltimore, Md.

Is Your Child Tired of Hearing Your Voice?

DOESN'T it just seem as though everything you tell your boy or girl goes in one ear and out the other?

No matter whether you say it firmly or pleasantly, it's a continual "do this"—"don't do that." You feel instinctively that your child is tired of talk . . . If there were only some other way!

Today, fortunately, a new method called Visual Child Training is solving this vexing problem effectively, quickly, and inexpensively. Child psychologists agree that today's children are tired of talk. This visual education method builds good habits and breaks bad ones by a new and amazingly simple plan—and is almost self-operative.

Now, during the habit-forming period of your child's life, is the time to put it to work for you. Its value to the child's future is far beyond any measure of dollars and cents. For ages 4 to 14.

SENT ON APPROVAL

National Bureau of Practical Child Guidance
53 W. Jackson Boulevard
Chicago, Illinois

I would like to receive on approval *without cost*, first unit of your self-operative Visual Child Training Service (including Digest Supplements and advisory counsel).

I will either return it, postpaid, within two weeks or will remit $5.00 per month for three months for complete service.

Name _____

Address _____

City _____ State _____

revolutionary reconstruction." If the Soviet authorities in their courageous use of modern approaches in education succeed in inculcating freedom of power to think, they will confer an inestimable benefit on humanity; if they insist on pouring all thought in one mold, they will, in the words of Mr. Justice Holmes, "rest upon a formula, which is a slumber that, prolonged, means death."—*Jane Perry Clark.*

There is almost no parallel to the German school experiments in the history of public education. In the last decade her schools have passed from rigid conservatism to extreme radicalism. At first, educational progress was dependent upon private enterprise because of the general impoverishment following the loss of the war. A few leaders, idealists all, were able to consolidate the reform movement in the secondary and elementary schools; they are now everywhere getting the support of their communities.

The authors, who have traveled extensively and have investigated at first hand, give us an interesting and comprehensive survey, showing a thorough acquaintance with conditions in the past, various stages of experimentation, the aims achieved and the goal for the future. Their information is freshly presented, and always in a spirit of friendliness.—*Mrs. LaRue Van Hook.*

The tendency of political and social upheavals to accelerate popular education is strongly marked in Austria, where the new republic is orienting itself through the schools. Their task is a double one—to strengthen the republican régime and educate for economic revivification. Dr. Dottren's book outlines in interesting detail the progressive principles which are guiding the new Austrian schools and indicates the changes they have already effected through the rising generation.

Seed, by Charles G. Norris. *Doubleday, Doran.* $2.00.

Birth control is the theme of "Seed," a novel of the family life of the Carter clan, in a charming California setting.

Dan Carter, pioneer and patriarch, established his pretty wife at the ranch, gathered around him his brothers and sister with their own and his ever-increasing family of youngsters. Dan's nine children are reared under their mother's strong religious influence—Francis going into the church, Josh into medicine, the girls marrying soon or late, and Bart, the principal character of the book, struggling to become a writer.

Propaganda is evident throughout the book, in the poverty and wretchedness of the families who, following the teachings of the Catholic faith, have had too numerous children and in Bart's own unhappiness. The church is permitted, however, to present its side through the medium of the gentle Father Francis and the unhappy and childless Camilla and Jane. The definite and outspoken purpose of the book does not detract from the interest of the story.

Some Effects Produced in an Individual by Knowledge of His Own Intellectual Level, by Clinton M. Allen. *Bureau of Publications, Teachers College, Columbia University.* $1.50.

A study tending to disprove the contention that knowing one's I.Q. is harmful.

MACMILLAN CHILDREN'S CLASSICS

Now One Dollar

This famous series which began with ALICE IN WONDERLAND, contains such titles as PINNOCHIO, THE PRINCE AND THE PAGE, REYNARD THE FOX, OLAF THE GLORIOUS, and THE BEARS OF BLUE RIVER. Here is beautiful bookmaking, famous illustrators, and a low price. Send for our complete list of forty titles, formerly $1.75, now $1.00 each.

A New Series of Pre-School Books
Each $1.00

New gayly colored picture books. Nonsense stories and pictures about people and animals.

PENNY WHISTLE
By Erick Berry
An absurd little black boy finds a tune in the jungle.

THE LITTLE WOODEN FARMER
By Alice Dalgliesh
Illustrated by Margaret Baumeister
How a farmer found the animals for his farm; and how to play the story.

THE WHITE KITTEN AND THE BLUE PLATE
By Inez Hogan
An irresistible kitten leads his friend off on amusing adventures.

New Titles in The Little Library
Each $1.00

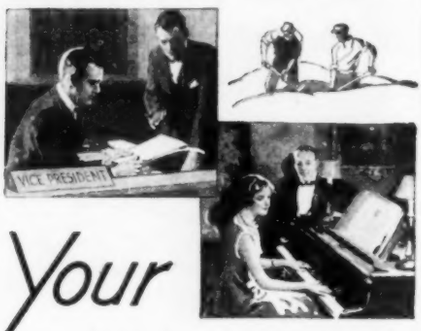
ROBIN REDBREAST AND OTHER POEMS
By William Allingham
Illustrated by Kate Greenaway and others
Quaint verses and pictures. A real discovery and great addition to this series.

THE EAGLE'S NEST
By Isis Harrington
Illustrated by Richard Bennett
The story of a Navajo boy's courage and his adventures in the Southwest.

THE MACMILLAN COMPANY
New York
Boston
Chicago
Dallas
Atlanta
San Francisco

The above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

What do you want



Your children to be?

AMERICA has twenty million children between the ages of five and fifteen.

Twenty years from now your children are going to find themselves in the severest competition against those twenty million, not only for money, for power, for position, for happiness, but for everything that makes life worth living. And that competition isn't any too easy even now.

Far-sighted parents are thinking of this more earnestly than any parents ever thought of it before.

For there is only one way to compete with the accumulated money and power. And that is with accumulated knowledge.

Far-sighted parents are giving their children every possible help they can to accumulate this knowledge. And one of the greatest helps they have found is *Compton's Pictured Encyclopedia for Children.*

Compton's is pictured and written and indexed entirely for children. So wonderfully pictured that it touches their imagination, so interestingly written that it is eagerly sought, so wonderfully indexed that they are able to get their own knowledge without any trouble even to themselves.

Therefore, when parents get Compton's, they are giving their children every possible help in their power to make them leaders, even above the power of money, when the time comes.

That means forethought. That means looking ahead. That means intelligence.

When children get Compton's in their home, they almost invariably begin to get better marks in school, to acquire greater leadership amongst their playmates, and therefore to assure themselves of a greater success in later life.

ONLY $3.50 DOWN

You should see a sample section of this remarkable encyclopedia for your children right now. This coupon will bring you a big, complete, sample pictured section of it free.

Here is the coupon. For your children's sake, mail it now.

Compton's
Pictured Encyclopedia

F. E. COMPTON & CO.
Dept 10-45 Compton Building
1000 North Dearborn Street, Chicago, Illinois

Please send me at once, without any obligation, Free Sample Section and Free Questionario Game with full information as to how and where I can get Compton's.

Parent's Name.....
Address.....
City..... State.....

Please check the ages of your children so we can send sample pages most interesting to them.

☐ Pre School ☐ Grade School ☐ High School

BOOKS

For Boys and Girls of Various Ages

By ALICE DALGLIESH
Teachers College, Columbia University

A ROUNDABOUT TURN, by Robert H. Charles. Illustrated by L. Leslie Brooke. *Frederick Warne.* $1.50.

It has been a long time since Leslie Brooke has given us a picture book for children. This new book deals with the adventures of a frog who started out to discover whether the world was round and, finding himself on a merry-go-round, decided that it was.

"Round," said he, "you should feel it spin!
Roundest place I ever was in!
Round," he chuckled; "it's that!
But it's rather," he said with a knowing wink,
It's rather a *giddy* place, I think."

Grown-ups will probably appreciate the changes in frog-expression more than the children, but children well enjoy both rhymes and pictures. (Age 6-8.)

Illustrations from "Hansel the Gander" by Katharine Kuebler. Published by Morrow

WHEN THE ROOT CHILDREN WAKE UP, by Sibylle v. Olfers. Text by Helen Dean Fish. *Stokes.* $1.50.

This is a translation of a charming German picture book which describes in a fanciful way the life cycle of the flowers. (Age 4-6.)

HANSEL THE GANDER, by Katharine Kuebler. Illustrated by Ilse Bischoff. *Morrow.* $2.00.

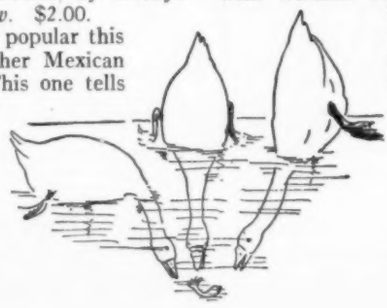
The story of Hansel, the big white gander who belonged to Elsa and lived in a little Bavarian village. The story is well told and the illustrations are unusual and delightful. A particularly attractive book. (Age 5-8.)

THE PAINTED PIG, by Elizabeth Morrow. Illustrated by Renè d'Harencourt. *Knopf.* $2.00.

Mrs. Dwight Morrow has written this story about Mexican children and their toys. The story is a slight one, but it is interesting because the setting is unusual and different. The pictures are strange and interesting. (Age 5-8.)

PANCHO AND HIS BURRO, by Zhenya and Jan Gay. *Morrow.* $2.00.

Mexico seems to be popular this year, for here is another Mexican picture-story book. This one tells of the adventures of Burrito, a donkey, and Pancho and Lola. It is simply told, though at times it seems to become a trifle informational. (Age 6-8.)



FRAWG, written and illustrated by Annie Vaughan Weaver. *Stokes.* $1.50.

An amusing picture-story partly in dialect, about a little colored boy who lives on a plantation in Alabama. (Age 6-8.)

WONDER TALES FROM GOBLIN HILLS, by Frances Jenkins Olcott. *Longmans, Green.* $1.50.

German legends about goblins, kobolds, dwarfs and other strange little people of the hills and forests. The stories are told with the extraordinary brevity that characterizes the work of this author. The "tiny dictionary" of things German is interesting and there is a bibliography that serves as an introduction to further German literature. (Age 7-10.)

EMIL AND THE DETECTIVES, by Eric Kastner. Translated by May Massee. *Doubleday, Doran.* $2.00.

A delightful book which boys cannot help enjoying. The characters are introduced in an unusual way in a series of pictures at the beginning of the book. The translation is extremely free, American slang being substituted for German slang. Emil is a *real* boy and has thrilling adventures in Berlin. (Age 8-11.)

THE CAT WHO WENT TO HEAVEN, by Elizabeth Coatsworth. *Macmillan.* $2.00. Illustrated by Lynd Ward.

A book for children and adults who appreciate a story artistically told and pictured. The story tells of a Japanese artist who made a picture of the various incarnations of Buddha; and of Good Fortune, his little white cat who was sad because she was not included in the picture. Legends of Buddha are woven into the story and it is illustrated by striking and beautiful pictures of animals. (For adults and older children.)

MOUNTAINS ARE FREE, by Julia Davis Adams. *Dutton.* $2.50.

A worth-while book which gives a picture of thirteenth century Switzerland with William Tell as the central figure. The chapter which retells the famous legend of the apple is the most dramatic rendering of the story that we have read. (Age 9-12.)

THE BLACKSMITH OF VILNO, by Eric P. Kelly. *Macmillan.* $2.50.

Another fine historical story, this time of Poland in the

year 1862. There is nothing in this book to suggest the fact that it is written for boys and girls, the author never "talks down" and adults can enjoy the story. (Age 10-14.)

RED HORSE HILL, by Stephen Meader. *Harcourt, Brace.* $2.50.

A good story about boys and horses, the scene of which is laid in New Hampshire. The exciting finale is the cutter races in which Bud drives Cedar, the winning horse. (Age 10 and over.)

SOMETHING PERFECTLY SILLY, by Marni and Harrie Wood. *Knopf.* $2.50.

"A leopard in regions remote
On his beautiful figure would gloat,
'Til one day he was careless—
And now he's quite hairless,
For his hide is a lady's fur coat."

Gay pictures with accompanying limericks which will probably appeal more to grown-ups than to children. Some of them are delightful, though the price seems a little high for a book the possibilities of which are so soon exhausted—there are only twenty-nine pages.

AROUND THE WORLD IN SONG, by Dorothy Gordon. *Dutton.* $2.50.

This book has a certain lasting quality; for there are folk songs from different countries which children will enjoy singing many times over. There is a short discussion of the music of each country and appropriate decorations.

BOOK OF THE THREE DRAGONS, by Kenneth Morris. *Longmans, Green.* $5.00.

A beautifully illustrated gift book of Welsh legends for older children.

THE BOY SCOUTS YEAR BOOK, by Franklin K. Mathiews. *Appleton.* $2.50.

A large collection of stories for boys, all of which have a humorous trend.

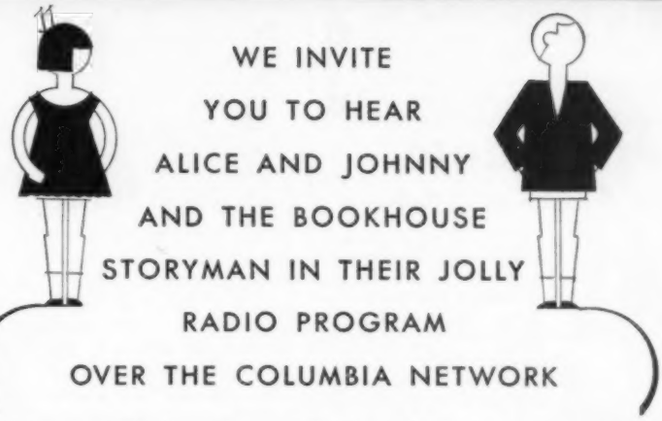
Books Children Like —and Why

(*Continued from page 23*)

"The First Days of Man"—books that make a strong appeal to our young intellectuals.

The avidity with which children have seized upon this type of book has also led to the realization that children are just as much interested in world history as in the history of their own country if the story is well told. Several excellent books, notably Hillyer's "A Child's History of the World" for very young readers, and O'Neill's "The World's Story" for those a little older, are starting our young people out with an understanding attitude towards America's place in civilization that should bear much good fruit later on. Of course, our children will want to know the history of their own land, and good books on this subject will always be popular, but the tendency is to see America, with her three centuries of growth, out of all proportion to history at large. Hillyer's book and O'Neill's should help to correct this mistake at an early date, when impressions are strongest. For children are naturally world-minded. Safely tucked in their beds, lying flat on their stomachs, they fly over Norway with Nils, they travel through Switzerland, the Philippine Islands or Cuba with the famous Twins, they roam up and down India with Kim or they vanish into Poland with the Trumpeter of Krakow. Or if (*Turn to next page*)

CAN ENTERTAINMENT FOR CHILDREN BE INSTRUCTIVE?



• Every Monday, Wednesday and Friday afternoon at 5:30 P. M., *My* BOOKHOUSE Storytime, the new children's radio program, is on the air over the Columbia Network. • • We cordially invite all parents to listen in to these programs, to meet Alice and Johnny and the Bookhouse Storyman. • • It has been our endeavor to provide a radio feature that is full of fun and thrilling entertainment for children of all ages—and which at the same time is helpful and instructive. The Storyman has access in the programs to the wonderful stories and verses in *My* BOOKHOUSE and *My* Travelship—as well as to *My* Book of History. • • Tell your children and their friends to be sure and tune in every Monday, Wednesday and Friday at 5:30.

The BOOKHOUSE *for* CHILDREN, Dept.29B 360 North Michigan Ave., Chicago

My BOOKHOUSE

Selected Fundamental Literature for Children—the best of all countries, the best of all times

My BOOKHOUSE STORYTIME CHILDREN'S RADIO PROGRAM. EVERY MONDAY, WEDNESDAY AND FRIDAY—OVER THE FOLLOWING STATIONS:

At 5:30 P. M.

Akron	WADC	New Bedford	WNBH
Baltimore	WCAO	New York City	WABC
Bangor	WLBZ	Philadelphia	WCAU
Boston	WNAC	Providence	WEAN
Buffalo	WMAK	St. Louis	KMOX
Chicago	WMAQ	Syracuse	WFBL
Cleveland	WHK	Toledo	WSPD
Detroit	WGHP	Washington	WMAL
Minneapolis	WCCO	Worcester	WORC

At 4:30 P. M.
Fort Wayne, Ind.
WOWO
Every Monday, Wednesday and Friday

At 5:45 P. M.
Toronto, Canada
CKGW
Every afternoon except Saturday and Sunday

FUN, GOOD STORIES AND SURPRISES! FOR CHILDREN OF ALL AGES

The above is a CERTIFIED ADVERTISEMENT. See page 98 for Advertising Standards.

THE SMALL AND TALL MAN

Written and Illustrated by Jack Tinker

Mr. Tink drank a bottle of magic . . . and shrank to the size of a radish! Later he grew a thousand feet tall. Magic gave him an exciting time! *12 illustrations in full color and many black and white drawings; hand-lettered text.* $1

PINOCCHIO

By C. Collodi

Here is the mischievous marionette who burns his wooden feet, stretches his nose by lying, and is swallowed by a fish. A classic of madcap fun. *10 color plates and decorative linings by Jack Tinker.* $2.50

Tales of a Grandmother

By George Sand
Translated by Margaret Bloom

Clopinet, who grew wings; Queen Coax, the big green frog; Miquel and the giant Yeous; the veiled lady of Pictordu; and the girl who spun clouds! Translated for the first time. *12 color plates, and many illustrations.* $2.50

Tales from Norse Mythology

Retold and Illustrated by Katherine Pyle

Thrill of Norse gods and giants! How the gods built Asgard; Idun's magic apples; Thor and his hammer; Loki's tricks; 25 favorites, charmingly retold. 8 *Illustrations in full color by Miss Pyle.* $3.00

Merridy Road

By Jane Abbott

The story of Dicket Farth and her friendships. A fine plot told with distinction and charm. *4 Illustrations.* $2.00

Hubert the Happy

By Ella Shannon Bowles

How Hubert saved Lady Jonquile's falcon, was captured by Sned, the One-Eyed, saw Mele and the gold chain, and found his heritage at the great joust. *Illustrated by Lyle Justis.* $1.75

The Sky Riders

By E. Keble Chatterton

Once more Captain Harwood and his two friends ride the sky, in search of pirate treasure. *4 Illustrations.* $1.75

STORIES ALL CHILDREN LOVE

The Cuckoo Clock

By Mrs. Molesworth

New edition, with 8 illustrations in color by Sherman Cooke. $1.50

Gulliver's Travels

By Jonathan Swift

New edition, with 8 illustrations in color by Sherman Cooke. $1.50

LIPPINCOTT

Washington Square Philadelphia

Books Children Like —and Why

(*Continued from page* 83)

they are too young to travel with these companions, Sokar and the Crocodile will bear them off to Egypt; the Petershams will transport them to Hungary, or Albania will become as familiar as Massachusetts or Virginia when seen through the eyes of the Children of the Mountain Eagle.

WANDERLUST awakens early in children and some of our best books for children recently have been written to meet this craving. I think immediately of "Shen of the Eastern Sea" with its marvelous Chinese atmosphere. And if any one doubts whether children are interested in a land as far away as China and a people so different from ourselves, I wish he might have met last winter a large group of twelve-year-olds in one of our progressive schools, who spent the entire year studying the civilization of China. That writers and publishers had not guessed that this was a country interesting to children, however, was shown by the fact that this class of children had to use adult books almost entirely to get their information. In fact, good books about many lands still lag far behind children's interests. I had this fact brought home to me recently when my fourteen-year-old son announced at the beginning of the summer, "I am going to read about Russia this vacation," and I found that there was practically nothing for him to read. The same boy a summer before had borrowed from his grandmother "The Story of Bulgaria." Why did he want to read about Bulgaria, and Russia? None of us know. "I'm interested in Russia" was all the explanation he offered. All of which goes to show how little we know even yet about children's interests.

It has been discovered, then, that many children's interests run parallel with our own. This is specially true of the world of modern adventure. The transatlantic flights may seem more miraculous, the Arctic expeditions more perilous to mature minds, but the thrill of these adventures know no age. Lindbergh's flight, Scott's last expedition, Byrd's Antarctic trips, Beebe's downward flights into the sea have turned boys and girls away from even such excellent fictitious tales as "Kidnapped" or those fabulous yarns of old Jules Verne. No one new line of books has found more readers among boys and girls than these. And finding such a response to books such as "We" and "The Arctic Rescue," to pick only two, publishers have been putting out new books on the old days of adventure and discovery, among them "The Book of Discoveries" by Synge, and new editions of Marco Polo's strange adventurings in China and Persia over six centuries ago. There is a tang in these tales, so free from all sentimentality, that appeals to our full-blooded boys and girls today.

And this brings us over into the field of biography. There has been as yet no debunking in biography for juveniles. Children, at least, can still sit at the feet of their heroes, and that they are eager to do so is shown by the ever-increasing lives

3

Newly Illustrated Harper Classics

For Younger Girls

DIDDIE, DUMPS AND TOT

By Louise C. Pyrnelle
Illustrated by Gertrude Kay

The best picture of childhood on a plantation ever written. Beautifully illustrated. **$2.50.**

For Younger Boys

TOBY TYLER

By James Otis
Illustrated by Richard H. Rodgers

The venturesome Toby runs away with a circus. Mr. Rodgers has handled the old-type circus with a freshness that will appeal to the modern child. **$2.50.**

For Teen Age Boys and Girls

CARDIGAN

By Robert W. Chambers
Illustrated by Henry C. Pitz

An exciting story of the bitter struggle in the colonies preceding the War of Independence. Profusely illustrated. **$2.50.**

HARPER & BROTHERS
49 East 33rd St. New York

of interesting people that are being offered to children today. "Stories of Grit," the "Heroes of the Farthest North and Farthest South," "Heroes of Today," "The Labrador Doctor," Helen Keller's "The Story of My Life," Roosevelt's "Letters to His Children," Sandburg's "The Prairie Years" and Hagedorn's "Book of Courage" are a few of the outstanding biographical books that boys and girls love. They would read more if there were more to read. One of my own boys, as soon as he could read and had the choosing of his own books read for two solid years nothing but the lives of men who have made American history. I remember, during this same period, that my older son, then fourteen, who had been summering in that boys' camp where Mrs. Laura E. Richards reads aloud to the entire camp for an hour each day, said that the book that those boys enjoyed most that year was Pupin's "From Immigrant to Inventor." The broadness of this field of interest on the part of our boys and girls goes far beyond our imagining.

THERE IS STILL ANOTHER group of books that is finding just as many young readers to welcome them as adult ones. These are the science books. While the grown-ups are absorbed in Eddington and Einstein, the younger members of the family are turning the pages just as swiftly of "Science for All," "The Earth for Sam" or "Microbe Hunters," while even the early graders have their own "Working with Electricity" written in very simple language but uncovering the marvels of the lamp, the cable, and the telegraph.

These are a few of the broad trends that children's literature is taking since those responsible for children's books and reading have turned to the youngsters themselves to find out what books children like to read. Many more individual answers could have been given, but these would make an article of their own. It is not that children are turning away from fairy-tales, from stories of boys and girls, of dolls or of America, nor from yarns about the sea, from verse reaching all the way from sheer nonsense to really great poetry, from all the golden deeds of the Greeks. Good books along these lines will always find eager waiting readers, but it is true that we are continually finding to the delight of the publishers, as Bertha Mahoney has said in her "Realms of Gold," that "what we want in books for young people is what we want in books for ourselves—life in all its infinite variations and art in all its manifold forms."

It may seem that as parents our task in finding the right books for our children should be much simplified now because we are free to choose from such a vast output. Unfortunately we are apt to be like the old man in "Millions of Cats" who set out to find one cat and came home with a million—unable to choose one because of the multitude. For with the realization of all these new fields of interest to children, the ever-increasing number of writers for children have hurried to produce the kind of books desired. The result has been far too much hasty work. (*Turn to next page*)

"MOTHER, read me a story about POOH"

When the day's work is done and evening's shadows fall, comes that dear hour "when Mother reads us a story." What shall you read to them? Here are a few suggestions from among the world's best books for children—stories that will send the little one to bed dreamy-eyed with happiness.

MR. NIP and MR. TUCK
by Caroline D. Emerson
The sea-going adventures of two funny little animals aboard a mystery ship. Shipwrecks, cannibals, a wrecked airplane, make their lives exciting and glorious fun. *Illustrated.* (Ages 6-10)..... $2.50

DAD and I
by Eva Little McElevey
Gay and human poems for and about children, with an elusive charm that appeals to parents as well as very young readers. *Illustrated.* (Ages 5-10)..$2.00

THE LIFE STORY OF A LITTLE MONKEY
by Ferdinand Ossendowski
A little monkey writes a diary telling of her life from the jungle to the circus. The kind of imaginative story every child delights in. *Illustrated* (Ages 8-14) $2.50

WINNIE-THE-POOH
by A. A. Milne
More than a million copies of Milne's books have been sold. Children adore them. So do grown-ups. This book (prose) is now in its 72nd printing. *Illustrated.* (Ages 4-8) $2.00

FREE Catalog
A complete guide to the intelligent selection of over 400 of the world's best books for children. Recommended by over 1,000 critics. Appropriate child ages given with each title. Send for it.

DUTTON
E. P. DUTTON & CO., Inc.
300 Fourth Ave. New York

E. P. Dutton & Co., Inc.
300 Fourth Ave., New York
☐ Send FREE Catalog.
☐ Winnie-the-Pooh $2.00
☐ Mr. Nip and Mr. Tuck.... 2.50
☐ Dad and I 2.00
☐ The Life Story of a Little Monkey 2.50
☐ Money enclosed. ☐ Send C. O. D.
Name .....
Address .....

NEW BORZOI BOOKS for BOYS and GIRLS

THE PAINTED PIG
By ELIZABETH MORROW
Illustrated by René d'Harnoncourt
The attempt made by two little Mexican children to buy a toy pig. Ages 5-10 $2.00

TO MARKET! TO MARKET!
Told and illustrated in color
By EMMA L. BROCK
A Dutch picture book by the author of THE RUNAWAY SARDINE about a Duck and a Mouse who go to market. Ages 4-8 $1.75

FOLK TALES OF A SAVAGE
By LOBAGOLA
Illustrated by Erick Berry
Twenty-two African stories by a native who heard them in the Ondo bush. Ages 6-10 $2.00

Send for our illustrated catalogue of books for boys and girls

Alfred·A·Knopf BORZOI BOOKS 730 5th Av. N.Y.

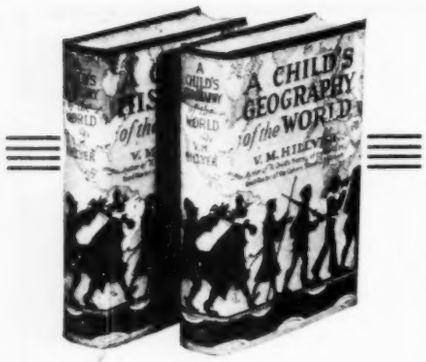
100 MEMO PICTURES with $1 worth of film

CARRY A MEMO Camera in your pocket — surest, quickest, most convenient still-film camera in the world. 50 pictures with one 50-cent daylight-loading Agfa film. Easiest to load. Twick of thumb advances the film. Spyglass finder locates subject instantly right side up. Memo gets everything on a trip. Wonderful for close-up portraits as well as landscapes. F 6.3 and F 3.5 anastigmat lenses.

Memo pictures are printed on paper exact size, as enlargements, and as projection rolls for a picture show with Memoscope. The new idea in still cameras for greater economy, convenience, utility. Memo $20. Focusing models to $40. For sale by camera dealers. Many thousands of enthusiastic owners. Interesting literature gives full details.

AGFA ANSCO OF BINGHAMTON, N. Y.
Please send me free 56-page Memo handbook
Name_____
Address_____ 27

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.



THESE TWO BOOKS

HAVE TOPPED THE JUVENILE BEST-SELLER LISTS FOR OVER A YEAR

They have made history and geography a child's delight!

When a geography and a history—one a year old and the other six years—are consistently the most sought-after children's books throughout the entire past year, there must be some very good reason for such popularity. And there is! The author, who is Head Master of the Calvert School of Baltimore, knows exactly how to make worthwhile subjects comprehensible to children.

A CHILD'S HISTORY OF THE WORLD

By V. M. Hillyer

The connected story of the world from cave-man to aeroplane. Written and illustrated so that it can be immediately grasped by children about nine years of age. A masterpiece of compact and fluent story-telling. $3.50.

A CHILD'S GEOGRAPHY OF THE WORLD

By V. M. Hillyer

Gives the child a traveler's view of the whole world, making each country and region stand out because of the interesting things that happen there. Mr. Hillyer tells the facts that stick. Delightfully illustrated. $3.50.

BOTH BOOKS IN NEW BOXED EDITION

A special gift edition of the two books has been prepared—both books boxed and bound in appropriate and attractive wrappers. $7.00.

THE CENTURY CO.

353 Fourth Ave. New York, N. Y.

Books Children Like —and Why

(Continued from page 85)

People who knew their subject but didn't know children have written uninteresting books; people who wanted to popularize their information have given it in a talked-down story form to the hearty disgust of our young seekers after pure knowledge; writers who were accustomed to writing stories for children have ventured into new fields and have given children undigested or inaccurate books. There has been far too much haste on the part of book publishers and writers to give all the children all the books on all the subjects that they want. So the parents' task to help his child choose among this bewildering output of new books those that are really worth while is a difficult one. Most of us need help, and fortunately much help is now at hand. Mrs. Becker's "Adventures in Reading" and "Books as Windows," Miss Moore's many "Roadways," Miss Mahoney's and Miss Whitney's "Realms of Gold" have come to the rescue of many parents and teachers in this modern dilemma. Such books make it possible to survey this whole field of juvenile books, to know what they are and which are of a high order. Publishers are helping by grading their annual catalogues and giving brief summaries and cuts as well as the titles of the new books. And these catalogues are free to any who ask to be put on the mailing lists.

MANY BOOKSHOPS have today a mail service, which keeps a card catalogue of their customers' children, their ages, their interests and books read by them, and sends parents, periodically, lists of books that they think should appeal to boys and girls. While nearer at hand are the teachers, the librarians, and the child study groups, ready with lists of suggested reading.

But no parent should depend entirely on any or all of these agencies. The parent is closer to the child than even the wisest teacher, and should be the first to help him satisfy his thirst for exploring the world of books. This means making use of all reliable means to keep informed in advance about the new juveniles and being ready at the right moment with the right book. It is a good idea to visit bookshops and libraries with your boys and girls, to read aloud at home with your children, thus sharing their interest in American history, in famous flights, in Dickens, or in stars. Only remember not to force your opinion of a book upon any child who is not ready to receive it. Remember that there are really no books that must be read when one is five years old any more than there are books to be read when one is fifty. Our chronological age is very elastic. Remember that the interests of children are individual, change rapidly and often lie just below the surface awaiting to be wakened. Remember that taste is a matter of growth and true growth is often more slow than rapid. And remember in all your guiding to try to be just the trusted companion—the highest office that any parent can hope to hold among his children.

Be Sure

Your Children Don't Miss These New STOKES *Books!*

TWO BROTHERS AND THEIR BABY SISTER

By Lois Lenski

Author of "Skipping Village," etc.

The amusing adventures of Fat Frederick Philip and Thin Jonathan Joseph in taking care of their baby sister. ***With many of Miss Lenski's irresistible pictures.*** ***$1.50***

TIMOTHY AND THE BLUE CART

By Elinor Whitney

The story of a brother and two sisters who spend their summer in the real country. ***Illustrated by Bertha and Elmer Hader.*** ***$1.50***

ANIMAL PICTURE TALES FROM RUSSIA

By Valery Carrick

More fascinating Russian folktales by the author of "Tales of Wise and Foolish Animals." ***Inimitably illustrated by Mr. Carrick.*** ***$1.50***

JIMMY FLIES

By Dorothy Heiderstadt

A little boy's first ride in a real airplane. ***28 illustrations in two colors.*** ***$1.00***

Drop us a line today and find our new pamphlet describing these and many other fine Stokes books for young people, postpaid in your mail box.

Buy your books of your bookseller.

F. A. STOKES COMPANY

443 4th Avenue New York

Real French BOUILLON

Fragrant . . . delicious . . . healthful . . . what could be more appetizing to commence a meal than Mouquin's French Bouillon?

Rich in strength-giving properties, unequalled in flavor, it is indeed the bouillon supreme—for youngsters as well as grown-ups.

Now available in six delightful *new* flavors, as well as the standard Beef bouillon: Chicken, Mushroom, Tomato, Clam, Liver, and Vegetable.

All in the wonderfully convenient tablet form—"a cube makes a cup" . . . just add hot water—and serve! At good dealers' everywhere. If yours is unsupplied, send 10c for sample package of 6 tablets. Mention flavor desired.

Mouquin Inc.
464 West Broadway
New York
217 East Illinois St.
Chicago

The
Management
of
Young Children
By WILLIAM E. BLATZ & HELEN BOTT

Foreword by Sidonie M. Gruenberg, Director of the Child Study Association of America

Authors of Parents and the Pre-School Child

A philosophy of child training that helps answer the question: How can I, as a parent, act towards my children so that they will be able to learn how best to live with people? $3.00.

MORROW NEW YORK

Does Your Organization Need Money?

Turn to Page 97

Protects MILK
from Cold, Heat, Dirt, Cats, Dogs, Flies, etc.

Safeguard your family's health. Keep a PERFECTION Sanitary Milk Bottle Container in a handy place, so that driver can put milk, cream and butter in it. Size 10x12x6". Gray enamel finish. Insulated with Celotex. Will keep contents pure and sweet and prevent freezing. At dealers and dairies—or order direct. No. 101—Insulated, $2.25 postpaid.

The Perfection Mfg. Co., 2701 N. Leffingwell, St. Louis, Mo.

HOME MOVIES

By LOUIS M. BAILEY
Amateur Cinema League, Inc.

FILMING FOR ALL

OF PARTICULAR INTEREST to all of the parents who have been enjoying home movies will be the news that there are now available several 16 mm. toy projectors which are entirely practical, quite inexpensive and designed specifically for the junior members of the family. In fact, one of these costs but $6.50. Furthermore, it is rumored that an entirely workable but very inexpensive 16 mm. camera is in the offing. With its early appearance the children can be completely equipped with efficient replicas of their fathers' and mothers' fascinating movie machines. These can then be turned over to them for their own devices without the worry which naturally has attended juvenile use of the family's expensive camera and projector.

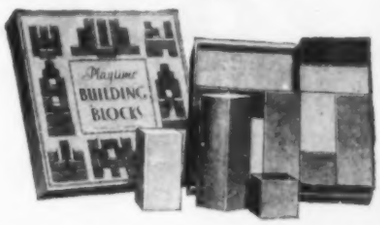
And, similarly, there is a welcome movement towards less costly equipment for parents as well. At this writing an excellent camera may be secured for as little as $37.00, a motor-driven projector for only $33.00, and still greater economies may be expected as time goes on. Thus the pleasures of home movie making and showing can now definitely be acquitted of the suspicion of being a luxury and be numbered among the moderately priced conveniences of the modern American home.

The problem of cost in making home movies has also recently been attacked from another angle. One manufacturer, instead of trying to reduce equipment cost, as in the first instances mentioned, has devoted his efforts to reducing the cost of film consumption. By an ingenious camera mechanism he has made it possible to take four pictures on the amount of film in which it has, until now, been possible to take only one. This means that only one-fourth the amount of film needed in other cameras is required in this one to reproduce the same period of screen showing. The projector which is designed for this purpose is similar in principle to the camera and shows each of the "picture quadrants" in succession by means of a shuttling mechanism.

Another interesting trend in home movies is towards home talkies. At present only disc recordings are practicable with 16 mm. film. However, clever little machines have been devised which can be hitched up with a projector and played through any radio set. With this attachment, perfect synchronization between film and record can be secured. At present it is very difficult for the amateur to make his own talkies, but library subjects which may be rented or bought are available at most large photographic dealers and, with these, a home talkie program can be staged which will thrill and delight even those who have long ceased to find theater talkies a novelty.

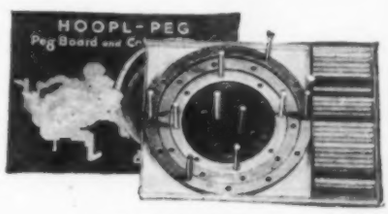
Bradley's
PRE-SCHOOL PLAYTHINGS

attract the child, inspire interest and teach first lessons in color, form, manipulation and mental activity.



PLAYTIME BUILDING BLOCKS

No. 4519—Consists of a set of beautifully colored blocks in the form of cubes and pillars. Covered with red, yellow, and blue paper. Five cubes, 3 inches square, four pillars, 3" x 9", four pillars, 3" x 6". Each set comes packed in a strong box with lithographed label. Size 15½" x 15½". Price, $1.50



HOOPL-PEG

No. 4301—An advanced type of educational peg board, consisting of six individual sections. There is one section each of the spectrum range, red, orange, yellow, green, blue, violet. The pegs are 4 inches long and ⅜ of an inch in diameter. The cover bears a striking lithographed label. Size 11¼" x 15½". Price, $2.00

PLAYTIME ANIMAL BLOCKS

No. 4456—This set of blocks has the same educational features as No. 4457. The only difference is that the box consists of twelve 3-inch cubes instead of 4-inch. Size 9½" x 12½". Price, $1.25

These are selected numbers from the Bradley catalog of Pre-School Playthings. The complete line comprises a rare variety of especially desirable educational materials for small children, correct in theory and beautiful in design. Write for a copy of this interesting catalog.

ASK ANY TEACHER

MILTON BRADLEY COMPANY
Springfield, Mass.

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

Give the Children these Safe Painting Sets

THESE painting outfits are safe because the paints are harmless and stainless. Made without poisonous dyes; will not stain fingers or fabrics and can be washed with water. Safe, too, because the UNIT TRAY CONSTRUCTION (in all sets at $1.00 and up) keeps everything together in one place, prevents the paints from coming out of the box and provides a stronger container which will keep the Set in good condition for a long time. This is an exclusive feature found only in

MasterCraft PAINTING SETS

There are many different sets to select from, each containing a liberal assortment of beautifully colored paints and crayons, and a selection of high quality painting, coloring and drawing materials. They are

Priced from 25c. to $7.50

Here are two examples, there are many more:

HAPPY HOURS

Contains 14 paints in UNIT TRAY; 12 crayons; glass water cup; coloring-chart; book and brush. Price $1.00.

AUTUMN TINTS

Contains 19 paints in UNIT TRAY; 8 crayons; 4 tubes water colors; glass water cup; porcelain mixing tray; packet of coloring designs and 2 brushes. Price $2.50.

Also additional outfits at 25c, 50c, $1.50, $4.00, $5.00, $7.50.

MasterCraft Painting Sets are worth asking for in your favorite store; if unobtainable, we will send those you desire, prepaid, upon receipt of price.

Free to Parents and Children

A MasterCraft Painting Book which tells all about these beautiful painting sets.

Manufactured by

THE PORTER CHEMICAL COMPANY

116 East Washington Street, Hagerstown, Md.

Should Your Child Study Music?

(*Continued from page* 16)

Innate musical talent is evidenced at an early age by a correct sense of rhythm, which is the elementary expression of music. Children and savages alike respond to the beat of the tom-tom, by swaying or clapping or walking or in some way expressing in their own bodies the call they hear and feel so irresistibly. They have, too, a crude realization of melody, which is the second indication of innate talent. Parent or teacher should test the young child's perception of pitch and melody by simple methods, the simpler and more informal the better. Tone-deaf children can be taught up to a point, but it is safe to say that one lacking in sense of rhythm or sense of melody or both is not likely to make a good performer on an instrument. His handicap is too great to start with. A child should, however, be tested more than once. He may fail totally to respond at the age of three, and may suddenly awaken at five or seven or nine, when there is still plenty of time for him to study.

HAS THE CHILD a definite talent for an instrument? Good physical co-ordination must be added to innate talent, since many of the problems of performance are mechanical problems. Power of application is essential, with the ability to concentrate indefinitely. Love of instrumental music is a good sign, and of course any expression of liking for a certain class of instrument should be carefully noted. The child who listens without coercion to his father's string quartette, who fingers the cello or violin longingly, who seeks to learn, is rich material. But it is not often that such material presents itself, and it behooves the parent to watch for the subtler manifestations of fitness before committing the child to the study of an instrument.

The requirements for all instruments are not the same; so the instrument must be carefully chosen. A good pianist is seldom equally good on a stringed instrument, and vice versa. We know of one lad who thumped a piano for six years, under constant urging from his parents, and emerged wholly untouched from the experience. He thereupon invested his own savings in a ukulele, upon which he taught himself to play in a few weeks, proceeding thence to a banjo, a guitar, and finally a violoncello. Six years, several thousand dollars, and immeasurable effort were thrown away in his case. So the first bit of advice to the budding instrumentalist is, "Pick your instrument, and if at first you don't succeed, pick, pick again."

Other difficulties occur after the instrument is safely chosen. The child's talent may be of the type that enables him to excel in technical proficiency, or in the power of intellectual analysis of a piece of music, but may not enable him to arouse a spark of emotion in his hearers. Such is the case with more than one performer today struggling before the public. Or, early in the game, weak points may appear in his playing which no reasonable amount of training avails to offset.

It is the discriminating teacher who

$100 A MONTH FOR YOUR CHILD

For Four Years at College

PLUS a $1,000 check at graduation—can you save $26.00 per month for this?

It is one of many guaranteed Plans explained in free booklet, "Enjoy Money." Over 56,000 families are using our Plan for college funds. Write for this informative booklet.

INVESTORS SYNDICATE

FOUNDED • 1894

MINNEAPOLIS

BOSTON LOS ANGELES

OFFICES IN 51 PRINCIPAL CITIES

P.M.

Books—

FOR CHILDREN FROM THE NEW APPLETON LIST

NUMBER EIGHT JOY STREET
Crammed with stories, poems, articles and colored pictures by famous authors and artists. $2.50

THE SECOND BOOK OF BLUE RIBBON STORIES
Edited by Mabel L. Robinson. A selection of best stories of the year for young people of varying ages. $2.50

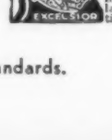
THE COUNTRY OF THIRTY-SIX THOUSAND WISHES
By André Maurois. A charmingly imaginative fantasy for young children. Toy book size. Colored pictures. $2.50

MIC MAC ON THE TRACK
By Zillah K. Macdonald. The story of a good and a bad railroad engine. Illustrated. $1.50

A MAGIC WORLD
Edited by Margery Gordon and Marie B. King. A splendid anthology of 175 poems for children. Illustrated. $2.00

THE STARS THROUGH MAGIC CASEMENTS
By Julia Williamson. Stories about the stars collected from many sources. Illustrated. $2.00

D. APPLETON AND COMPANY
35 West 32nd Street New York



It's Real Printing

Every boy wants a printing press. Leading educators endorse it. Improves English, spelling; develops business ability. Will fascinate father too. Easily understood rules with outfit. Junior Press $5.90, larger $11 up. Send for free catalog and all information. **The KELSEY Co., Z-85, Meriden, Conn.**

discovers these weak points, as well as their balancing strengths, and whose honest opinion as to the wisest method of procedure is invaluable. He should discuss his findings frankly with the parents, and help them to some conclusion as to how worthy the finished product is likely to be, as compared with the amount of time, labor and money that will have to be invested. This may sound cold-blooded, but it is practical and practicable. Parents may be certain of one thing—if real talent exists, it will assert itself, even, or perhaps especially, in the face of adverse judgment. It is not a sensitive plant, to be killed by opposition; paradoxically, it appears to thrive upon it. So they need not hesitate to call a halt to instruction if, in their opinion and that of the teacher, it is not bearing adequate fruit. A reasonable return may be expected from music lessons, as from any investment.

Artistic musical performance rests ultimately upon innate, inborn equipment. In other words, the artist, or near artist, is born, and not made. When parents give their children musical training, they are merely helping them to develop that which already exists potentially—that is, they are taking the *capacity* which is there and giving the child the *ability* to use it. The degree of capacity determines the degree of ability; they are proportionate. In determining the degree of talent, then, parents are concerned with capacity. They want to know with what powers their child must be born in order to attain an artistic proficiency in music. Can the degree of capacity be measured? What degree of capacity predicates a mildly pleasurable performance, what degree presages inevitable greatness?

IF MUSICAL CAPACITY were simple, like the capacity to imbibe food or drink, or to stand physical pain, or to go without sleep, it could be appraised by certain reactions, and our question would be answerable in a few sentences. It is, however, a complex thing, consisting of scores of individual, elemental, specific capacities. These may be summarized under four heads, to wit: musical feeling, musical understanding, musical sensitivity, and musical virtuosity. The first is the emotional, the second the intellectual, the third the sensory, and the fourth the motor basis of artistry. That is to say, the perfectly equipped music student should have all four of these strongly developed. In rendering a piece of music, he must simultaneously experience its emotional message with great intensity, perceive clearly the structure and content of the composition, sensitively realize its intonation, timbre, dynamics, and finally excel in the technique which releases expression. It is reasonable to assume that the child who, having started his study of an instrument, gives indication of possessing all four of these attributes in a marked degree, will become a bright particular star in the musical firmament. While the child who has two of the four, or who has three or four faintly indicated, will, with intelligent teaching, become an acceptable performer.

It is obvious, by this time, that this business of music lessons is not merely a matter of handing a (*Turn to next page*)

Send 10c for Rollfast Skating Cap

First Roller-Skater: *"G'wan, YOU can't skate on OUR team. Where's your Rollfast Skates!"*
Second Roller-Skater: *"G'wan yourself, I'm so speedy I don't need skates that skate easier."*

The speediest, sturdiest skates are Rollfasts

D.P. HARRIS HDW. & MFG. COMPANY, D.P. HARRIS BLDG., N.Y.

Rollfast SKATES

next to wings

Heel Protectors

For the woman who drives. Sure protection for slipper heels. Ask the woman who has used them. One of hundreds of Pohlson Gifts equally as interesting. *Catalog.*

Postpaid $1.00

POHLSON-Pawtucket, R.I.
Established 1895 Dept. '43

FREE RADIO CATALOG

LOWEST WHOLESALE PRICES

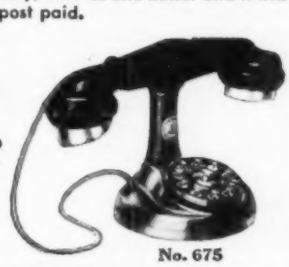
168 pages of radio bargains. New 1931 Screen Grid, all-electric, A. C. Sets in beautiful Consoles—also battery operated sets. Write today.

ALLIED RADIO CORPORATION
711 W. LAKE ST. DEPT. 250 CHICAGO

Hello Everybody!

Dial SANta 1-9-3-0 and hear his merry sleigh-bells jingle-with this really-truly Plaphone. It is a Gong Bell Toy-a wonderful value, beautifully finished. The dial turns and rings both ways. Look for Gong Bell Toys at the stores. Safe, durable, realistic and most for your money. If you don't find our Plaphone (they are selling so rapidly) mail us one dollar and it will come to you post paid.

$1.00
POST PAID IF NOT AT YOUR DEALER



No. 675

THE GONG BELL MFG. CO.
8 Walnut Ave., East Hampton, Conn.

Stepping Toward Manhood in a BAND

GIVE YOUR BOY the chance to develop character as well as talent, playing in the school or scout band or orchestra. With a sweet-toned, easy-playing Pan-American he makes faster progress. The only complete line of nationally advertised, factory guaranteed instruments of ***moderate price. Free Trial; Easy Payments.*** Send the coupon for details.

PAN-AMERICAN Band Instrument and Case Co.
1114 Pan-American Bldg., Elkhart, Ind.
Please send free literature and details of trial offer on _____ instrument

Name _____
St. or R.F.D. _____
City _____
State _____ County _____

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

WOULD YOU WILFULLY DENY YOUR BABY

This

Modern Protection?

You wouldn't consider giving your baby unsterilized milk, bottles or nipples. And yet, until now, you've had to sprinkle baby's tender skin with *un*sterilized powder. Now modern science has made such risks needless. LACO Sterilized Baby Powder is a soothing preventative for those red spots and rashes that may come to even the best cared-for baby. Laboratory tests *prove* that LACO contains no bacteria — none can survive the special 235° Fahrenheit heat treatment to which each can is subjected. This modern powder is as soft as baby's new grown hair—unbelievably soothing and water-proof.

You owe it to your baby and yourself to try LACO. It is recommended by baby specialists, physicians and nurses.

FREE TO MOTHERS

Just send us your druggist's name for a FREE full-sized can of LACO Sterilized Baby Powder and a generous cake of LACO Castile Soap.

LACO sterilized BABY POWDER

Certified and Approved by The Parents Magazine Advisory Service for Parents with Children

LOCKWOOD BRACKETT CO.
DEPT. P-11, BOSTON, MASS.
Please send me Free a full-sized can of LACO Sterilized Baby Powder and cake of LACO Castile Soap.
Name.....
Street.....
City..... *State*.....
Druggist.....

CROWN LAVENDER SMELLING SALTS

At home, at the theatre, while shopping or traveling, or if you find yourself in stuffy rooms or crowded places, the pungent fragrance of Crown Lavender Smelling Salts clears the brain, steadies the nerves, counteracts faintness and weariness. It is invigorating — a delight and comfort. Sold everywhere. Schieffelin & Co., 16-26 Cooper Sq., New York

BREAK the THUMB-SUCKING HABIT

End this habit and prevent protruding teeth, facial deformities and other harmful effects.

Dr. Thompson's Sanitary Rings permit perfectly normal use of thumb or finger. Free booklet explaining evils of habit. Enclose $6.00 for two Sanitary Rings, plus 15c postage. State age of child.

DR. THOMPSON'S SANITARY RINGS
Child Welfare Department
1814 H. Medical Arts Building, Chicago, Ill.

Should Your Child Study Music?

(*Continued from page* 89)

child over to a teacher, and waiting for results. Parents cannot wash their hands of the matter so summarily. Every few months or so they should confer with the teacher, watching especially the following points: (1) Do the evidences of talent which induced them to decide upon lessons continue? (2) Are they stronger, more apparent? (3) Does the child show a reasonable fondness and aptitude for the chosen instrument? (4) Does he display much greater strength along one line than along others, *i.e.*, is his technique smooth but his emotional interpretation weak or vice versa? (5) What is the teacher doing to strengthen the weak points in his playing? (6) Is the teacher himself sufficiently strong in the child's weaknesses to be able to help him? (7) Does the child's talent appear to be superior, excellent, average, poor, or minus? On the amount of gold in his musical mine depends the extent, costliness, and duration of the operations to extract it.

WITH A VIEW to crystallizing our ideas on this subject, we approached Mr. David Mannes, distinguished head of the Mannes School of Music in New York City. We asked him three questions. (1) What is musical talent? (2) Can it be measured, and what are the tests available for such measurement? (3) Is future success or failure predictable on the basis of these measurements? To the first question Mr. Mannes replied that he would add to the four elements of talent already mentioned (feeling, understanding, sensitivity, and virtuosity), the biological element. His first question in determining whether or not a child has music in his soul is, "Were your parents, grandparents, great-grandparents, or even remoter ancestors musically-minded?" He has found that, with an inherited foundation, however slight, to build upon, he can proceed much more directly to rear the structure of musical education than when given virgin soil minus the musical streak, where a completely fresh start must be made. But he hastens to add that the latter case is not hopeless, it merely predicates slower progress, provided always that the individual possesses adequate physical coordination, intellectual background, and application.

Mr. Mannes states, honestly, "Music is a mystery, one of the greatest. Musical talent, too, remains more or less a mystery. It is a variable quantity. The child whose physical coordination at five is remarkable, may have lost it completely at fifteen. But that is, of course, a chance that must be taken. Generally speaking, he feels that a child who is possessed of inherent feeling for music, good coordination, and cultural opportunities, is definitely talented.

As to my second question: "Can musical talent be measured, and what are the tests available for such measurement?" Mr. Mannes is of the opinion that no measurements thus far evolved are accurate and trustworthy. Mathematics cannot be applied to artistic

A Big Christmas Stocking Full of Toys For $1.

To save you the trouble of hunting around for interesting toys with which to fill your children's Christmas stockings, we have shopped in every toy market in the world, and assembled the cream of attractive little novelties, and they come ready-filled, in a fine 27-inch Christmas stocking.

Each big stocking is filled to the brim with such delightful playthings as doll tea sets, bubble pipes, ten pins, assorted moulding forms, tops, and just the sort of toys to interest and please any boy or girl of from 3 to 12. And the price for this Jumbo size FILLED stocking is only $1.00. $1.15 west of the Mississippi.

Fill in and mail the coupon below, and we shall send as many stockings as you need, post-paid. Act at once to avoid delay in the Christmas rush.

AMMIDON & CO.
31 S. Frederick St.
Baltimore, Md.

Send me ☐ Amico Christmas stockings, at $1.00 each. $1.15 west of the Mississippi.
☐ I enclose remittance. ☐ Send the stockings C.O.D.

Name.....

Street.....

City and State.....

N

Kiddies Offer Thanks for Pediforme Shoes

because they make their Feet comfortable no matter how hard they play.
Parents trust Pediforme Shoes because they are the Natural Health and Comfort shoe for feet of young or old.
Physicians endorse them because they are orthopedically correct for the whole family.

The Pediforme Shoe Company

36 West 36th St. New York
2474 Morris Ave. Bronx
322 Livingston St. Brooklyn
29 Washington Pl. East Orange, N. J.
275 North Ave., New Rochelle

Write for FREE Book TODAY

This 48-page book shows how to be comfortable and train your feet to do their work uncomplainingly. Full instructions on proper care and exercises for the feet. Also illustrates PEDIFORME Shoes for men, women and children for every purpose. Ask for book M.

National Champion Gates

Prevent accidents to children by closing front and rear porches, stairways, basement, windows, hallways, rooms, etc. Ever-tight hinges and snap-locks assure safety. *WRITE FOR FREE FOLDER "SAVE THE CHILD"—NOW.*

HOLMQUIST-SWANSON CO. 4539 Thomas St. Chicago

SAVE YOUR BABY

from danger of contaminated milk

Colic, bowel trouble and other dangerous digestive upsets are often caused by carelessness in preparing and storing food. **Physicians urge thorough sterilizing of baby bottles, nipples and utensils.**

Baby-Bottle-Kit

Sterilizer, Protector and Carrier

Kills dangerous bacteria. Guards baby's health. Aids busy mothers. Holds six 8-oz. feedings. Keeps milk sweet and wholesome. Indispensable when traveling. Pack with ice, carry day's feeding anywhere. Handsomely made of thick aluminum. Price complete with six "Baby Bunting" oval nursing bottles, aluminum funnel, rubber stoppers and glass gruel container, $5.00. West of Mississippi $5.50. Canada and foreign $6.00. Money back if not delighted. Folder free.

Ideal Christmas Gift

Therma Products Co., Dept. 11, 1139 Ohio Bldg., Toledo, Ohio

You SEE and HEAR the PAL TALKING PICTURE PLAYER

Perfectly synchronized are the pictures, words and music. Simply put on a record—insert a film (non-inflammable) and it works automatically. Record plays continuously while a new picture flashes on every nine seconds. No screen necessary—can be shown on a wall. Children are delighted and quickly learn all the old time nursery rhymes and fairy stories. Twenty subjects are available for selection. PAL is more than a toy. In addition to a synchronized picture projector it is a regulation portable phonograph playing 10 inch records. Ideal for camp—week ends—parties and nursery entertainment.

PLAZA MUSIC COMPANY
10 West 20th St., New York, N.Y.

PLAZA MUSIC CO.
10 West 20th Street
New York, N. Y.

Send descriptive folder No. 29B of the PAL TALKING PICTURE PLAYER and name of nearest dealer.

Name_____

Street_____

City_____ State_____

potentiality. He advocates a year's study, concentrating on the sight-reading and scales he considers essential before any instrument is approached. At the end of the year, when the instructor has had opportunity to observe the child's responses and reactions, he should be able to estimate with some degree of justice the quality of the musical talent with which he has to work. Then is the time for honest appraisal, and decision as to whether or not the child is to study an instrument.

In the matter of future success or failure, he absolutely refuses to prognosticate. Unexpected circumstances may throw a talent off its track midway of its career, unaccountable changes may occur in the course of its development. Just as there is no insurance guaranteeing the successful career of the student of law, engineering, or medicine, so there can be none of insuring that of the student of music. Talent and industry must be the gauges thrown down in the difficult battle against discouragement and failure.

Mrs. Satis N. Coleman, who is doing interesting work with the children of the Lincoln School in New York City, takes rather more stock in the value of tests to determine talent. She considers the Seashore tests, administered by a competent person, helpful in determining a child's sense of pitch, rhythm, time, intensity, tonal memory, and consonance. When they are used in conjunction with the Qualwasser tests of melodic and harmonic aptitude, they enable the seasoned teacher to evaluate the child's capacity. Furthermore, the parent in the home can note the child's reactions to musical stimuli long before he thinks of music with a capital M.

Two or three glasses filled to varying heights with water and struck so as to make a simple melody have all the appearance of a toy, but it may be made a vastly educational one for the observant parent as well as the child. Home-made drums with heads tightened to various pitches, xylophones, bells are among the aids discussed in Mrs. Coleman's book, "Creative Music in the Home." The child with a definite response, favorable or otherwise, to these simple stimuli, in his early years, will in all likelihood remain consistently musical in his responses to school tests and to the more severe regime of study of an instrument.

A program for group study, based on this article, appears on page 96.

Religion Before Seven

HAPPINESS is what we are all trying to give our children. Strong bodies, trained minds, fat pocketbooks are what we usually think they need, but what about a soul that believes in greater things? Religion before seven . . . how much have we thought about it? Give the ideal, the perfect basic thoughts and the form religion takes in later years need not trouble you. It will be a tolerant, beautiful, helpful and sincere belief no matter which church shall be your children's chosen place of worship. So much depends upon what we give them before they can think of religion for themselves. —*Elsie M. Hubachek.*

SAFEGUARD *his* FEEDING SCHEDULE *Give him* PYREX *Nursing Bottles*

A little baby's feedings are too important to run the risk of bottle breakage at feeding time.

These bottles—recommended by physicians all over the country—are designed to resist breakage when subjected to sudden temperature changes. You can confidently plunge them, cold, into boiling water; or, hot, into cold water.

Safeguard your baby's feedings with this trustworthy nursing bottle.

Six-sided—they will not slip from your hand or baby's. Free from sharp angles on the inside—they are very easy to clean.

Flat-bottomed—they stand firmly.

Ounces and half ounces are plainly marked.

The two shapes that baby specialists approve—narrow neck and wide mouth—both in 8-ounce size. Narrow neck bottles now made also in a new 4-ounce size.

Get enough Pyrex Nursing Bottles for a full day's feeding from your druggist. Made by the makers of Pyrex Ovenware. Corning Glass Works, Corning, N. Y.

Trade-mark "PYREX" Reg. U. S. Pat. Off.

LEMCO

THE ORIGINAL AND GENUINE

LIEBIG'S

Extract of Beef

ECONOMICAL

as appetizing flavoring for soups, stews, gravies, sauces, fish, meats, vegetables and salads. Makes leftovers more savory.

STIMULATING

and refreshing as beef tea or bouillon. Ready in a moment—just stir a quarter teaspoonful in a cup of hot water and serve.

HEALTHFUL

for children, invalids, convalescents and for anyone whose system cannot readily assimilate solid meats.

Sold by all Druggists or Grocers

Lamont, Corliss & Co., 131 Hudson Street, New York, U. S. Distributors for Oxo Limited, London, England.

A LITTLE "LEMCO" GOES A LONG WAY

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

DOO-TEE INFANT TRAINER

Health Habits

Psychologists say "Health is a Habit!" and certainly the habit of health in babyhood, childhood and maturity depends on another habit—that of proper and regular elimination. The Doo-Tee Infant Trainer with its unique design, trains the child easily, quickly and pleasantly by eliminating the hard-to-combat dislike most children have for ordinary toilet fixtures.

Mothers everywhere agree on the efficiency of Doo-Tee. They commend its sturdy construction and the easy way it clamps to the seat. It is easy to keep clean and is fused of materials that protect the seat from ever becoming cold or uncomfortable.

Try Doo-Tee and give yourself and your child the benefits that only this scientific Infant Trainer can bring into your daily routine.

DOO-TEE

Sold by Leading Department Stores & Baby Shops

DOO-TEE SALES AGENCY
15 East 26th Street, New York City

Enclosed find check to the amount of $6.50, for which you will ship one DOO-TEE Infant Trainer.

Name .....

Address .....

.....

The "Write" Gift for the Children

Individual Name $1.00 Post Paid
PENCIL SETS
"De Luxe" genuine embossed leather case, coin pocket, gold trimmed as illustrated. Fine ruler, penholder and colorful assortment of pencils. *Any name engraved in 18 Kt. Gold.* Point Protector and Sharpener included.
SUPREME IN ITS CLASS
FOR ADULTS—Twelve Pencils in beautiful gift box. *Any name engraved in 18 Kt. Gold.* $1.00
Send Cash, Check or Money Order
IMPRINT PENCIL CO., Inc.
122 Fifth Ave. New York City

LITTLE BOYS TOILET SHIELD

Necessary in the care of little boys from six months to two years of age.
Very easily attached and removed in a jiffy.
Mothers Appreciate It!
Prevents wetting on clothing, floor and seat when boy is on toilet. Made of white enameled metal and fits any infants' open-front toilet seat.
If your dealer cannot supply you, shield will be sent direct on receipt of check or money order for $1.00.
BRYANT CO., SUITE 1213, 162 NO. STATE ST., CHICAGO, ILL.

Dangers Every Child Must Meet

(*Continued from page* 20)

moreover, the mental adjustments which are a part of the climbing experience.

Similarly with crossing the street. One heroic mother, realizing the unavoidable dangers of metropolitan traffic, taught her eight-year-old son how to cross the street in safety by taking him to a busy corner where, after leading him across the street several times herself, she stood on one side while he crossed and recrossed alone through the traffic. Probably we should prefer to stretch the learning process over a longer time interval, accustoming the child to cross with us, explaining how to recognize the traffic signals, what special things to watch for, when to look up and down, etc. Then we might gradually feed out responsibility to the child, holding him by the hand but having him decide when to cross, etc. It would seem that such an all-important matter as teaching the child how to make his way through traffic should never be left to chance. If parents would spend the ingenuity they bestow on making children dependent on them in traffic or on punishing them when they escape the leash, on teaching them how to control themselves, we might have fewer accidents. It is common in groups of parents to hear complaints of how reckless children are in running out on the street and to have appeals for suggestions as to punishments for such behavior; seldom is there a definite attempt to treat this as a learning situation, and by gradual habituation, with instruction, demonstration and practice, to accustom the child to regulating his own behavior in this particular. Yet it is obvious that self-regulation is the only safe kind, as the child cannot always depend on the parent and this very dependence will incapacitate him for acting on his own responsibility.

ONE MORE EXAMPLE before we leave this point of training and that in respect of the uses of fire. This is the case of a child who has since babyhood been fascinated by fire. He has persisted in attempts to light the gas ring of the kitchen stove whenever no one was watching even though he has burned his fingers repeatedly by his clumsy handling of the matches. His mother's warnings and even punishment have had no effect on him. This shows how futile negative methods are with a persistent child. The only sane procedure in such a case is to teach the child how to light and how to turn off the gas, and then allow him to do it. Much of the extreme curiosity that children display in respect to lighting matches, turning on the gas jet, and so on would be dissipated if, instead of being warned off, with a great show of excitement, the child were quietly shown how to perform the tempting operation and then sometimes allowed or even called to light the match or turn on the gas when these operations were required. If parents will take the trouble to do this, even with the restriction that it is to be practiced when they are present, the child's inordinate preoccupation with that activity will soon disappear. Children are usually more reasonable than

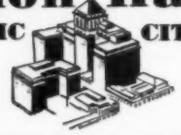
A day to rejoice in!

COME down to Chalfonte-Haddon Hall for your Thanksgiving dinner. Here is festivity without confusion, a bountiful, joyous meal without the exhausting demands of preparation. Instead . . . there is the beautiful and invigorating sea. Golf. Squash. A ride on the beach. A snooze in the sun. Relaxation in the friendly comfort and luxury of Chalfonte-Haddon Hall.

Fall and winter rates now in effect. Write for information and literature. A Motoramp garage adjoins the hotel for your convenience.

American and European Plans

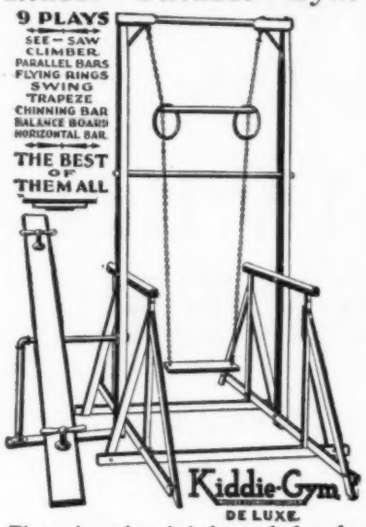
Chalfonte-Haddon Hall
ATLANTIC CITY



LEEDS AND LIPPINCOTT COMPANY

Give the Kiddies Health—Happiness and Safe Play This Christmas

with the only complete Indoor - Outdoor Gym



There is safe whole-hearted fun for the child presented with a KIDDIE GYM DE LUXE. A glance at the nine play and exercising features will indicate the many kinds of fun and exercise possible on KIDDIE GYM DE LUXE. Any child may swing, seesaw, climb, glide and do acrobatic stunts on this apparatus. The change from one play to another can be made by the children themselves in a few seconds. KIDDIE GYM DE LUXE satisfies the demand for safe play because it keeps the kiddies in their own back yard away from dangerous traffic. Send coupon TODAY for complete catalog of KIDDIE GYM Play Apparatus. Wonderful values in Sand Boxes, See Saw, etc.

FREE LITERATURE COUPON

KIDDIE GYM COMPANY, INC. Dept. PM-11
55 W. 42nd St., New York, N. Y.
Your Illustrated Kiddie Gym literature, please.

Name.....

Address.....

City and State.....

Heats Baby's Bottle.. *Automatically-Electrically*

Takes just a few seconds for this new electrical appliance to start heating baby's bottle. Shuts itself off when correct temperature is reached. Every thing automatic. No need to go to the kitchen to heat water for the Hankscraft Bottle Warmer is at the crib-side night and day. No watching. Fully guaranteed. Finished in blue or pink. At your electrical dealer, department store or light company. $5 ($5.50 West of Rockies). If your dealer cannot supply you write to us.

Hankscraft Company
112 Dickinson St.
Madison, Wisconsin

HANKSCRAFT
Bottle Warmer

we believe, whereas lack of belief on our part may easily cultivate unreasonableness in them.

Another illustrative case is that of a family of children who learned to build bonfires on the beach during a summer at the seashore and then practiced their new-found accomplishment at home under their back veranda. Their mother, discovering the fire before it threatened the house, warned the children of the danger and forbade them to light a fire near the house again. The next day she smelled smoke and discovered another fire behind the garage which her youngsters had persuaded a neighbor child to kindle. This shows how prohibitions can drive children into a surreptitious course which presents dangers far greater than the original act itself. The complication of danger situations by emotional attitudes involving adults is too large a question to be adequately covered here. One more example, however, may be noted as illustrating this from a somewhat different angle. This was a child who persistently turned on the gas in spite of punishments, warnings and threats. It seemed at first a straightforward case, but when investigated it was found that the child's behavior was the subject of violent and frequent conflicts between the parents and the grandparents, all of whom were living together. One party favored a system of rigorous punishment; the other advocated leniency. The child's tampering with the gas had come to have an ulterior purpose from his awareness of the domestic situation; he turned on the family strife with the gas. This had become his way of calling attention to himself and securing the center of the stage while the domestic battle waged around him. This indicates again that the psychological issues may be more significant than the immediate physical ones.

In addition to treating danger situations as occasions for learning we should train ourselves as parents, in a somewhat stoical attitude. We must recognize that we cannot for all time protect the child, and that it is crippling to his spirit if we attempt to do so. We too must be prepared to take risks, risks that are all the harder to endure in that we are passive and often a prey to wholly imaginary dangers, whereas the child is in the thick of the situation, with the stimulus of the adventure to sustain him.

WE DO WELL, also, to allow children a fair amount of freedom, to overlook an occasional breaking of bounds in the interests of securing a reasonable and co-operative attitude on the part of the child in regard to his activities. Parents often feel that if they allow one exception the rule is destroyed, forgetting that learning is always through trial *and error*. We have tried to point out that occasional breaking of rules may be a sort of safety device which makes possible the keeping of them in ordinary circumstances. For example, two children, eight and ten years of age, were in the habit of roller skating on their own street. They went out one morning, after being cautioned as usual not to go off the quiet street on which they lived. An hour later a friend on the other side of the city (*Turn to page* 95)

John Hancock Series

YOUR INCOME

is the most important factor in your life and that of your family

A New York Newspaper asks this question:

"A man supporting his wife and two children on a $50 a week income is faced with the necessity of providing insurance protection. What proportion of his income do you think reasonable for this purpose?"

A vital question to PARENTS and their CHILDREN, something that needs to be carefully considered.

Conditions differ with individuals and families; but all want protection for themselves and children against premature death, disability, and old age.

You are invited to discuss your problems with a John Hancock agent, or send for our booklet, "This Matter of Success."

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

INQUIRY BUREAU
197 Clarendon St. Boston, Mass.

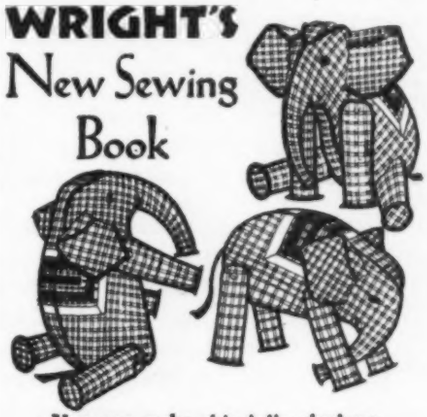
Please send your booklet,
"This Matter of Success."

Name.....

Address.....

P.M. *Over Sixty-Seven Years in Business*

A Happy Trio from WRIGHT'S New Sewing Book



You can make this jolly elephant of Wright's Bias Fold Tape, by directions in Wright's Sewing Book No. 23. This new book will bring magic to your needle! You will want to make everything suggested in it—smart clothes for yourself and the children, curtains, gifts, novelties, toys. Every page is illustrated in color and is fairly brimming with inspiration.

For just 10c. Sewing Book No. 23 is yours—and a free three-yard sample of our tape goes with it.

Address Dept. 25X.

Wm. E. Wright & Sons Co.
Orange New Jersey

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

Our Gift to Your Child!

Has Soft Rubber Arms

*

Goes to Sleep

*

Cries

*

Turns Her Head

*

16½ Inches Tall

This Adorable New Baby Doll

GIVEN FREE

for securing only three subscriptions for

THE PARENTS' MAGAZINE

"SMILES" is the newest and most lovable of baby dolls. "Isn't she a darling!" everyone exclaims when she appears, for you have never seen such a jolly expression on the face of any doll. And when you take her up your heart will be completely won, for the important patented feature about "Smiles" is that her arms and hands are made of flesh-colored soft rubber and look and feel like those of a real live baby. Each finger is perfectly formed and she can clasp her hands in the cutest way.

"Smiles" has marvelous blue eyes that wink and go to sleep in a most natural way. If you lay her down she closes her eyes at once as a good baby should. There are times, too, when she cries (what baby does not?), but for the most part she is a happy, chubby baby, whose smiling face has suggested her interesting name.

"Smiles" is just 16½ inches from top to toe and has an unbreakable head which she can turn from side to side. She is beautifully dressed in the daintiest of baby clothes—an organdie dress and bonnet trimmed with ribbon and lace, real rubber panties and dear little kid moccasins and stockings. No wonder every little girl loves her.

USE OR COPY THIS COUPON

The Parents' Magazine,

255 Fourth Ave., New York, N. Y.

I am enclosing $.....for three subscriptions for The Parents' Magazine. The names and addresses of these subscribers are on the accompanying sheet. As my reward for securing these subscriptions please send me the new baby doll "Smiles." I am enclosing 24c extra to pay postage, packing, insurance, etc.

My name is.....

Address.....

Post Office..... State.....

Subscription Prices: One Year, $2—Three Years, $3.

11-30

Make Your Child's Christmas Happy with "Smiles"

There must be many mothers among your friends and neighbors who will gladly subscribe for The Parents' Magazine when you explain how helpful you have found it in rearing your own children. Just send us three subscriptions (a 3-year subscription counts the same as a 1-year subscription). In recognition of this service we will send you as our gift the adorable baby doll "Smiles" as described above. When ordering be sure to enclose 24c extra for postage, packing, insurance, etc.

Start out today and get your order in before the busy days of the holiday season.

"For sulphuric ether . . . **$ .25**

For exsecting tumor . . . **$2.00**

Bill for first operation performed under ether in 1842

IF you read "The Story of Anesthesia," by Dr. John H. Evans in the November issue of HYGEIA, the Health Magazine, you may pause at the tale about the above bill and say, "Them was the good old days." But that first rude experiment is a far cry from the perfected science of anesthesia as surgeons administer it today. At some time in your own life, either because of an operation on yourself, a member of your family or a friend, you will be personally interested in some kind of anesthesia. Read Dr. Evans' story of ether and laughing gas in the "good old days." Let him tell you about the wonderful development of perfected anesthetics in "these still better days." Let him put you right regarding the various kinds of anesthesia.

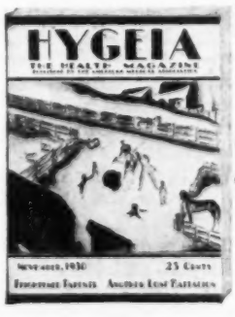
"PHYSICAL ILLITERACY" WHAT IS IT?

Do you get your exercise listening to the baseball reports over the radio or sitting in the bleachers watching a football game? This form of exercise is so common to all Americans that it has been given a name—"Physical Illiteracy." Dr. J. E. Rogers points out the grave danger of physical illiteracy upon your individual health, the health of your family, community and country. Read this article in the November HYGEIA.

OTHER VITAL HEALTH ARTICLES IN THE NOVEMBER HYGEIA

"Perception," by Dr. William J. Mayo; *"April Blue,"* a child's health story; *"How to Protect your children from Tuberculosis"*—these are only a few of the additional health attractions treated in the November HYGEIA. The articles in HYGEIA are written by health authorities in a charming, non-technical style, pleasing to the layman, who can be sure that the variety of health topics presented are scientifically true. HYGEIA is for every member of the family. Take advantage of the special introductory offer to get acquainted with HYGEIA. The regular subscription price is $3.00 a year, but new subscribers are offered the special get-acquainted-price of $1.00 for six months.

SPECIAL INTRODUCTORY OFFER



HYGEIA
the Health Magazine
6 months for $1.00
regular subscription price $3.00 the year.

This Coupon Saves You Money

American Medical Association P.-N.-30
535 North Dearborn, Chicago

Enclosed find $1.00 for which send me HYGEIA for six months in accordance with the special introductory offer. Be sure that I get the November issue.

Name .....

Address .....

Dangers Every Child Must Meet

(*Continued from page* 93)

telephoned that they were at her house! They spent the morning there, visiting a park on the way home. This park, by the way, was one which they had repeatedly asked to visit and which they had not been taken to see. The parents felt that this was quite an unusual outbreak but that they themselves had been at fault in not seeing that the children's request about the park had been more planfully dealt with. Beyond commenting on the fact that the children had gone off without permission, no action was taken in the matter. There has been no recurrence of this type of behavior.

Lastly, when a crisis does arise, when a child gets up a tree and then gets frightened, or locks himself in the bathroom and forgets the combination, then the demeanor of the adult becomes the controlling factor in the situation. The child's self-control will depend on that of the adult; if the latter betrays excitement, the child will be infected and serious consequences may result. To keep the tones of the voice at their natural pitch is one of the obvious measures of control, as nothing betrays emotional disturbance more quickly or forcibly than the voice. Even a degree of control which seems highly artificial may be adequate to tide over the danger, reinforcing the child's confidence so that he may be able to act adequately.

Parents often feel that it is desirable to drill children in habits of unquestioning obedience in order that they may respond promptly and unquestioningly in a crisis. The trend of this discussion should have made it clear that the safety of children depends, not on readiness to respond to orders so much as on judgment and decision in regulating their own actions. In those rare circumstances when a sudden danger threatens of which the child is not aware, the tone and inflection of the voice will convey with sufficient strength the gravity of the situation. The child who has been accustomed to reasonable treatment from his parents will not stop to cavil at their commands in a crisis. Not frequency of orders but the fact that commands are rare will be the surest guarantee of securing the child's attention and action, should the need occur.

Family Fun

(*Continued from page* 36)

GOBBLE—The leader stands before the group and makes a little Thanksgiving speech. Each time she uses the words "Thanksgiving," or "turkey," she raises either right or left hand, or both hands. Each player has been given the name of some animal. If the leader raises her right hand, the group must cry "gobble, gobble," until she lowers it. If her left hand, each is to imitate the cry of the animal given him, until she lowers it. If both hands, they are to gobble and imitate the call of their animal alternately. Anyone who does the wrong thing at any time must get up and stand beside the leader. The winner is the one who remains sitting longest.—*National Recreation Association.*

Precious Heads

Safeguard every dainty hair of them with the **weekly DERBAC shampoo.**

Children in school need special protection against scalp infections. DERBAC is a delightful shampoo and efficient treatment in one. Great for grown-ups too.

Used and recommended by thousands of mothers, teachers, nurses and physicians throughout this country and Europe. 20 shampoos for 25 cents. At your druggist.

FREE - Amusing, instructive booklet to interest children in hair care. Mail coupon for your copy.

Derbac
HEALTH SHAMPOO

CEREAL SOAPS CO., Inc., Dept. P-11
334 E. 27th St., New York

Please send me free copy of the DERBAC "Funny" booklet for children.

Name .....

Address .....

Baby shoes recall baby smiles! That is why you'll want your baby's first pair metallized and made into an attractive pincushion, ash-receiver, toothpick-holder, etc., as a permanent and useful memory token. Will not wear or soil. Choice of gold, $7.00, silver, $5.00, or bronze, $3.50, with any suitable etching. *Write for details.*

Wahl-Hesselink Plating & Mfg. Co., Inc.
35 South Street
ROCHESTER N. Y.

Graded Toys for Scientific Child Training

We specialize in Playtime equipment for the correct development and training of children from infancy to 13. Every item especially selected and graded according to age and interest.

Send for Catalog of Graded Toys

GIANT BLOCKS—large size, 84 blocks in set; for mental and muscular coordination.

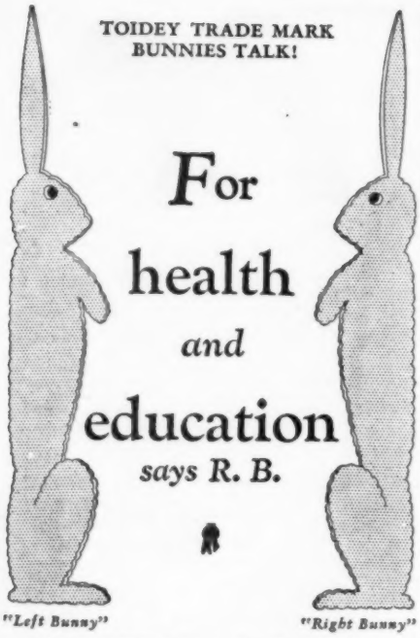
Per Set, $10 In Wooden Box, $13

The Playroom
220 West 98th St., New York City

All of the above are CERTIFIED ADVERTISEMENTS. See page 98 for Advertising Standards.

TOIDEY TRADE MARK
BUNNIES TALK!

For health and education says R. B.



"Left Bunny" "Right Bunny"

"DO YOU know, R. B., who suggested 'Little Toidey'?

"Yes, it was a mother who realized the importance of keeping baby's toilet *always the same.* She urged her sister, now our president, to make, as she put it, a *really good, safe, comfortable toilet for baby,* which would have arms and back to fold and fasteners to automatically adjust and lock to any staple adult seat.

"Well, I'm proud and happy, R. B., that 'Little Toidey' has filled this need. Baby's association of the comfortable 'Toidey' to the function, means more than anything else in developing those early habits for health which have such a far-reaching effect throughout life.

"Then there's another thought. Modern babies are privileged through the comfort of the motor car and other travel conveniences to absorb even in infancy, a world of impressions whose educational value no one can estimate. Great that we can share in this by providing in 'Little Toidey' a toilet that keeps baby safe and happy, maintaining home habits no matter where he may go!"

* * * *

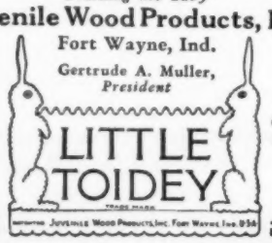
THE bunnies have given you real facts, but their space is limited. If you would like to know more about "Little Toidey" and our other aids, among which is the important "Comfy-Safe" Auto Seat, write us or ask at your favorite store and identify by the sentry bunny trade mark.

(Little Toidey without and with Footrest, $3 and $5, respectively; "Comfy-Safe" Auto Seat, $5.50).

For authoritative outline, write for booklet "Training the Baby"

Juvenile Wood Products, Inc.
Fort Wayne, Ind.
Gertrude A. Muller, *President*

This Trade Mark



Your Guarantee

GROUP SERVICE BUREAU

For Parent-Teacher Associations, Mothers' Clubs, Child Study Groups, Churches, etc.

PROGRAM for DISCUSSION AT YOUR NEXT MEETING

PREPARED BY THE CHILD STUDY ASSOCIATION OF AMERICA

THE FOLLOWING outline for study is based on the article "Should Your Child Study Music?" by Helen L. Kaufmann, in this issue.

How to Use This Program

Appoint a leader who will first read aloud the article on page 16. The leader should then present for discussion the various questions given below. She will next request various members of the group to take up, one by one, the Problems for Discussion. At the close of the meeting it will be found helpful for the leader to read the summary of the main points made in the article. In advance of the meeting, the various book and pamphlet references should be assigned to members of the group who will report on them at the meeting.

Questions Based on the Article

(1) Should the study of music be restricted to possible performers?
(2) What are the advantages of music study to the child of mediocre or even little talent?
(3) What are the attributes of a good teacher of music?
(4) How can the home foster the child's interest in music?
(5) Is musical talent likely to occur in musical families?
(6) Do children sometimes succeed on an instrument after having failed on other instruments?
(7) How can one determine which instruments to try?
(8) What advantages has a musical training for the shy child? For the active, robust child?
(9) Ought every child to have some training in music? Necessarily in playing an instrument? What other training is desirable?

Points to Keep in Mind

(1) Music study includes any or all of the following fields: (a) understanding and appreciation of music; (b) composition or writing of music; (c) performance.
(2) Some children cannot be taught to perform, but can learn to appreciate music.
(3) Native musical talent shows itself at an early age and is measurable by simple tests.
(4) Probable success with an instrument can be predicted to a certain degree: (a) by knowing the child's temperament—patience, initiative, perseverance; (b) by knowing the child's structure—muscular co-ordination, virility, agility, sense of pitch; (c) by gauging the child's interest.
(5) It is important to find the instrument suitable for the particular child.
(6) The child's satisfaction and joy in his music is important, apart from the excellence of his performance.
(7) A good music teacher must know: (a) music; (b) how to teach; (c) children in general; (d) the particular child.

Problems for Discussion

(1) Many parents wish their girls to be accomplished musically whereas they are less concerned about their boys. Is this attitude justifiable? On what basis should music lessons be granted or withheld?
(2) When the A's moved into their new home they bought a piano and started both children taking piano lessons. The older child found this very irksome, but was cajoled and bribed to practice, whereas the younger one derived considerable benefit. Should the possession of an instrument be the deciding factor in a child's musical training?
(3) Bill never showed the least desire to take up any musical instrument until he was in high school, when he decided upon trap drums. What musical value can these have, and are they worth buying?
(4) In a certain town there are two piano teachers—the one is a man who is a graduate of a foreign conservatory, and who has had several star performers as pupils; the other is well versed in the technique of teaching children, but is an indifferent performer himself. Which would you choose for your child? Why?
(5) Does the best performer always derive the greatest pleasure and benefit from his music? Can a child with little talent profit from a musical education?
(6) Mrs. C. was not at all musical; in fact, she was practically tone deaf. Her little daughter, however, seems to have some native musical ability. In what way can the mother participate in the child's music and be helpful to her?

References

MUSIC AND LIFE, by Thomas Whitney Surette. *Houghton Mifflin.* $1.75.

CREATIVE MUSIC IN THE HOME, by Satis N. Coleman. *Lewis E. Myers.* $5.00.

PRE-SCHOOL MUSIC—A GUIDE TO PARENTS, by Floy A. Rossman. *Published by National Bureau for the Advancement of Music, 45 West 45th Street, New York City.* 8 cents.

HOW TO STUDY MUSIC, by C. H. Farnsworth. *Macmillan.* $1.80.

MUSIC AND THE CHILD. *Child Study* magazine. *Published by Child Study Association of America, 509 West 121st Street, New York,* April, 1928. 15 cents.

Parental Problems

(*Continued from page 30*)

MY *fourteen-year-old daughter never seemed to take any interest in helping me plan the family meals and would not try to learn to cook.* Finally I solved the problem by allowing each member of the family to go through the new magazines as they arrive and to choose four recipes to be used during the month. The small boy who cannot read yet makes his choice from the pictures. Now Miss Fourteen likes to help in preparing the dishes she chooses herself and is forgetting her dislike for cooking. In addition, our menus never lack variety now and we have discovered many new ways to serve foods economically.—*Mrs. W. E. B., Oregon.*

LAST *night I took my ten-year-old boy to a church supper. Just as we were going into the dining-room I noticed the state of his hands.* "Go and wash your hands at once!" I commanded in a voice that everyone near us could hear. My son was rebellious. Finally he said, "Well, you've got to come with me if I go." And I did. As soon as the dressing-room door closed on us he burst into tears. "What made you say that before everyone?" he demanded. "I think you are bad to me." He was right. And it taught me a lesson. No child wants to be criticized and made conspicuous before others. Draw him aside or whisper to him, when correction is necessary, and he will appreciate your consideration and respond to your suggestions.—*Mrs. A. C. H., Wisconsin.*

WHEN *my little girl was twenty-two months old, she became afraid of the bathtub after a fall in it.* She refused to come near the bathroom for a bath. I waited a few days and then put a basin of water on the downstairs lavatory floor. I put three tiny new celluloid dolls in the water. She wouldn't come in the room the first day, but she was thrilled to watch me bathe the dolls and dry them. The second day she ventured just inside the door and reached for the dolls, but I said that they were bathing dolls, so she couldn't play with them anywhere but in the bath. The third day she put her foot in the water, and now she loves her bath again, wherever it is given.—*Mrs. R. B. S., Ohio.*

ROBERT, *aged eleven, who always chooses companions much older than himself, recently picked out a friend with undesirable habits.* I tried many ways to break their friendship but was unsuccessful. At last I invited the older boy to our home and discovered that he was very sensitive to criticism and keenly desired approbation for his good qualities. So I won his confidence and now, after several months of treating him like one of my own boys, I am glad to say that his behavior has improved and he is an ideal buddy for my son.—*Mrs. F. W. S., Ill.* (*Will contributor please send address.*)

• • •

"The attitude of a nation toward child welfare will soon become the test of its civilization."

Earn $100.00 for your treasury

THE more active you are as an organization the more money you need to finance your activities. And membership dues are often inadequate to meet the many demands on the organization treasury. THE PARENTS' MAGAZINE offers a plan that will, we promise, produce all the extra money you need, whether it is $10.00 or $200.00!

There is a best time for everything—and right now is the best time to profit by the interest all parents are taking in the newest methods of the mental, physical and educational development of their children.

Every member in your organization—every parent, doctor, teacher, educator in your community will want to receive THE PARENTS' MAGAZINE regularly.

As an organization with prestige in the community you can easily gather those subscriptions, and we shall be happy to turn into your treasury a generous part of the money received on all new or renewal orders you send.

It costs you nothing to follow this plan. Just return the coupon below for complete information on the generous commissions and prize awards!

Mail this coupon today

THE PARENTS' MAGAZINE,
Group Service Bureau,
255 Fourth Ave., New York, N. Y.

We want to earn $..... for our treasury. Please send, without obligation, the details of your generous money-raising plan and prize awards.

Name .....

Address .....

City ..... State.....

Organization ..... Membership.....

MR 11-30

Helpful Booklets and Some Samples for the Asking

By Using the Coupon Below You Can Request Any Number of Them at One Time

All the booklets and samples listed below in *italic* type are offered free in the advertisements in this issue. Order by number. While some advertisers do not make any special offers in their advertisements, they all will be glad to send further information on request, so we are listing them also. Orders requiring remittance should be sent direct to the advertisers.

Apparel, Shoes and Textiles

BUSTER BROWN SHOES 61
KLAD-EZEE GARMENTS—*See adv. for offer requiring remittance* 74
1 LANE BRYANT—*Maternity Style Book*.... 77
2 BERTHE MAY—*Catalog No. 18* 75
MINNEAPOLIS GARMENTS 51
3 NAZARETH CHILDREN'S UNDERWEAR—*Catalog* 58
4 PEDIFORME SHOES—*Book* 90
ZIP-ON GARMENTS 49

Books for Children

D. APPLETON AND COMPANY 88
5 BOOK OF KNOWLEDGE—*"The Conquest of Knowledge"* 9
CENTURY COMPANY 86
6 COMPTON'S PICTURED ENCYCLOPEDIA—*Sample Section and Questionario Game*. 82
7 DOUBLEDAY, DORAN & COMPANY—*Catalog*. 6
8 E. P. DUTTON & CO.—*Catalog* 85
HARPER & BROTHERS 84
9 JUNIOR LITERARY GUILD—*Booklet*..3rd Cover
10 ALFRED A. KNOPF—*Catalog*..... 85
LIPPINCOTT 84
11 LITTLE, BROWN & COMPANY—*Catalog*.... 74
MACMILLAN COMPANY 81
MY BOOKHOUSE 83
12 F. A. STOKES COMPANY—*Catalog*..... 85

Books for Parents

HAPPY HOUSE—*See adv. for offer requiring remittance* 73
WILLIAM LEWIN—*See adv. for offer requiring remittance* 79
MCGRAW-HILL BOOK CO.—*See adv. for offer requiring remittance* 77
THE MANAGEMENT OF YOUNG CHILDREN... 87
SO YOUTH MAY KNOW—*See adv. for offer requiring remittance* 76
VON HOFFMANN PRESS—*See adv. for offer requiring remittance* 80
WILLIAMS & WILKINS—*See adv. for offer requiring remittance* 81

Druggists' Supplies, etc.

CASTORIA 50
13 COLGATE'S RIBBON DENTAL CREAM—*Trial Tube and "Clean Teeth Charts"*..... 55
CROWN LAVENDER SMELLING SALTS 90
14 CUTICURA PREPARATIONS—*Sample*..... 72
15 DERBAC SHAMPOO—*"Funny" Booklet* 95
16 EX-LAX—*Sample* 60
17 KLEENEX—*Sample* 47
18 LACO STERILIZED BABY POWDER AND CASTILE SOAP—*Samples* 90
19 LIFEBUOY HEALTH SOAP—*Trial Cake and Wash-up Chart* 63
LISTERINE TOOTH PASTE 10
20 LYSOL—*Booklets* 60
PHILLIPS' MILK OF MAGNESIA 64
Q'TIPS—*See adv. for offer requiring remittance* 72
SQUIBB'S DENTAL CREAM 52
VAPEX 66
21 VAPO-CRESOLENE—*Booklet* 76
VASELINE 66
VICKS VAPORUB 73

Food Products

22 BAKER'S COCOA—*Recipe Book* 56
23 BANANA GROWERS ASSOCIATION—*"Bananas in the Modern Manner"* 67
JOSEPH BURNETT—*See adv. for offer requiring remittance* 46
24 CLAPP'S STRAINED VEGETABLE BABY SOUPS—*"Strained Vegetables for Infant Feeding"* 75
COCOMALT—*See adv. for offer requiring remittance* 43
25 CREAM OF WHEAT—*H. C. B. Club Badges, etc., Child Health Booklet, Sample Package* 35
26 EVAPORATED MILK ASSOCIATION—(a)*"Eating for Efficiency"* (b) *"A Safer World for Babies"* 37

Food Products (*Continued*)

GERBER'S STRAINED VEGETABLES—*See adv. for offer requiring remittance* 64
27 INSTANT POSTUM—*Sample* 53
LEMCO 91
72 MALTINE—*Booklet* 65
MOUQUIN—*See adv. for offer requiring remittance* 87
28 POSTUM CEREAL—*Sample* 53
RALSTON WHOLE WHEAT CEREAL—*See adv. for offer requiring remittance* 59
29 ROYAL GELATIN DESSERT—*Recipe Book*... 42
SUGAR INSTITUTE..... 41
30 WHEATENA—*Sample Package* 3

Household Equipment

31 CLARK'S THREADS—*Folder* 79
32 CRANE—*"Homes of Comfort"*.....4th Cover
DIXIE CUPS 40
33 DUPLEX SAFETY PINS—*Sample Pins*..... 79
34 LUMINATOR—*Catalog* 75
LUX 44
PERFECTION MILK BOTTLE CONTAINER—*See adv. for offer requiring remittance*..... 87
35 SAVO AIR MOISTENER—*Booklet* 73
36 SINGER SEWING SCHOOLS—*Information*.... 62
37 STEINWAY—*Information* .....2nd Cover
SUPER SIEVE—*See adv. for offer requiring remittance* 76

Infants' Specialties

BABY ALICE THUMB GUARD 77
38 BITE-X—*Folder* 76
39 BABY-BOTTLE-KIT—*Folder* 91
BRYANT CO.—*See adv. for offer requiring remittance* 92
DOO-TEE INFANT TRAINER—*See adv. for offer requiring remittance* 92
DOWNEE DIDEE—*See adv. for offer requiring remittance* 79
HANKSCRAFT BOTTLE WARMER 93
40 INGRAM'S TRANSPARENT NIPPLES—*Sample Nipple* 75
41 THE KIDDIE TOYLETTE—*Literature*..... 74
42 LITTLE TOIDEY—*Booklet* 96
43 NATIONAL CHAMPION GATES—*Folder*..... 90
44 PANT-EASE SIDE PINNING DIAPER—*Booklet* 76
PYREX NURSING BOTTLES 91
SAFETY THUMB GUARD CO.—*See adv. for offer requiring remittance* 74
45 DR. THOMPSON'S SANITARY RINGS—*Booklet* 90

Schools and Corres. Schools

DIRECTORY OF SCHOOLS 7, 8
ASSOCIATED GUIDANCE BUREAU 73
46 CALVERT SCHOOL—*Information* 5
NATIONAL BUREAU OF PRACTICAL CHILD GUIDANCE 81

Toys and Play Equipment

47 AMERICAN FLYER TRAIN—*Catalog* 76
AMICO CHRISTMAS STOCKINGS—*See adv. for offer requiring remittance* 90
48 ARCADE CAST IRON TOYS—*Fairy Story in Rhyme* 68
BAKER COMPANY—*See adv. for offer requiring remittance* 77
49 BRADLEY'S PRESCHOOL PLAYTHINGS—*Catalog* 87
CARROM GAME BOARDS 72
GONG BELL TOY—*See adv. for offer requiring remittance* 89
50 KIDDIE-GYM—*Literature* 93
51 KNAPP ELECTRIC QUESTIONER—*Folder*.... 75
KODATOY 54
LITHO PLATE BLACKBOARD 77
52 MASTER CRAFT PAINTING SETS—*Book*.... 88
53 MAYFAIR PLAYTHINGS STORE—*Catalog*.... 73
54 MERREMAKER, HOME PLAYGROUND EQUIPMENT—*Catalog* 72
55 PLA-RITE GAMES—*Pamphlet* 72
56 THE PLAYROOM—*Catalog* 95
PLAYSKOOL INSTITUTE—*See adv. for offer requiring remittance* 71
ROLLFAST SKATES—*See adv. for offer requiring remittance* 89
57 C. C. STANLEY DOLL HOUSES—*Catalog*... 72

Miscellaneous

ADD-A-PEARL NECKLACE 69
58 ACFA ANSCO—*Memo Handbook* 85
59 CHALFONTE-HADDON HALL—*Literature* ... 92
60 CLEANLINESS INSTITUTE—*"The Strange Case of Mr. Smith"* 70
61 EVEREADY SUNSHINE LAMP—*Booklet*..... 45
G. E. SUNLIGHT (type S-1) LAMP..... 39
62 GRAFLEX CAMERA—*Booklet* 57
63 JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY—*Booklet* 93
HYGEIA MAGAZINE—*See adv. for offer requiring remittance* 95
IMPRINT PENCIL CO. 92
64 INVESTORS SYNDICATE—*Booklet* 88
65 KELSEY COMPANY—*Catalog* 88
66 METROPOLITAN LIFE INSURANCE COMPANY—*"Diphtheria is Preventable"* 33
67 NEWSPAPER INSTITUTE OF AMERICA—*Writing Aptitude Test* 78
68 PAN-AMERICAN BAND INSTRUMENT COMPANY—*Literature* 89
69 PLAZA MUSIC CO.—*Folder* 91
70 POHLSON GIFTS—*Catalog* 89
71 SCREEN GRID RADIO—*Catalog* 89
TALON FASTENERS 48
WAHL-HESSELINK PLATING & MFG. CO., INC. 95
WRIGHT'S BIAS FOLD TAPE 93

Certified and Approved by The PARENTS' MAGAZINE Advisory Service for Women with Children

ALL ADVERTISEMENTS ARE CERTIFIED

as conforming to these ADVERTISING STANDARDS

THE PARENTS' MAGAZINE is published to help mothers and fathers to bring up their children in the best possible way. To this end, it aims to present, in addition to interesting and useful articles and departments, a veritable directory of reliable products for healthy, efficient and attractive homes.

Advertisements are accepted only of products believed to be thoroughly reliable. The manufacturers of these products are responsible, reputable firms who will stand behind their merchandise.

In passing on products to be advertised and the claims made for them in advertisements, THE PARENTS' MAGAZINE has the counsel of its editors and advisory editors, and other leading experts in the field of health, nutrition, household equipment, toys, clothing, etc.

When testing is necessary, the laboratories of Teachers College, Columbia University, have been made available, as well as the facilities of several large commercial laboratories in New York City.

While similarly high standards are applied, to the best of our ability, to financial, educational and service-rendering advertisements, we are always glad to have our readers corroborate our opinion. In using therapeutic products and foods for babies, readers are advised to consult their own physician.

ORDER FREE BOOKLETS AND SAMPLES BY NUMBER

THE PARENTS' MAGAZINE — November Issue
255 Fourth Ave., New York, N. Y.

I have drawn a circle around the numbers of the booklets and samples that I would like to have the advertiser send to me, without charge or obligation.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69
70	71	72																				

Name (Please print or write plainly) .....

Address ..... City ..... State .....

These Junior Guild Editors, educators and experts in child psychology, know which new books for boys and girls will be most helpful in developing interests and teaching high moral values.

Because of their experience in writing and editing children's books and magazines, these Junior Guild Editors can tell which new books boys and girls will enjoy most.

Give *this* Year-Round *Character-Building* Enjoyment

Junior Guild Membership Brings Christmas Every Month —A Splendid New Book Chosen by These Reading Experts

WHAT a wonderful gift for a boy or girl—membership in the Junior Literary Guild. Extends the joys of Christmas over the whole year. Provides a program of varied, balanced reading as enjoyable and thrilling as it is worthwhile. Saves you time and money as well as concern over your son's or daughter's reading.

An Extra Book FREE for Christmas

Though Junior Guild Membership is a year-round gift, new members receive a very special package for Christmas—*five* different things to put under the tree. One is the regular December Junior Guild book. Another is a *second* outstanding new book, sent as a Christmas present to the new member from the Junior Guild.

There is a beautiful gold and enamel membership pin that shows that your son or daughter belongs to this great Book Club of Boys and Girls interested in better reading. There is also a package of book plates to encourage pride of ownership in good books.

The fifth Christmas surprise is the December number of the Club magazine, YOUNG WINGS, which so greatly adds to the enjoyment of the Junior Guild books by telling about the authors and how the books came to be written.

This Fun Every Month

Much as this gorgeous Christmas package will please your boy or girl, it is only part of Junior Guild membership. *Every month*, the postman brings a package containing the current issue of YOUNG WINGS and the new book which the Junior Guild Editors have selected for his or her age group from all the juvenile books about to be published.

Always the chosen book is interesting, wholesome, instructive. One month it is an exciting story, the next a group of biographies and another month a series of thrilling accounts of important happenings. Invariably the Junior Guild selections receive the enthusiastic endorsement of librarians and teachers.

At a Great Saving to You

What you are now spending for *six* books for your boy or girl pays the full cost of these *twelve* outstanding new books, one each month for a year. The extra book, the selection service of the Editors, the delivery service, the Club pin, the book plates and the monthly magazine are all free.

Was there ever a better gift for a boy or girl? Find out about the Junior Literary Guild. The coupon brings an interesting booklet. Fill in and mail it today. You will be under no obligation.

The JUNIOR LITERARY GUILD
55 Fifth Avenue **New York, N. Y.**
Canadian Representative: **McAinsh & Co., Ltd., 60 Front St., W., Toronto, Canada.**

Every Month a New Book Selected by the Junior Guild Editors for Each Reading Age.

THE JUNIOR LITERARY GUILD,
55 Fifth Ave., Dept. 69 P. M., New York, N. Y.

Junior Guild Membership seems like a splendid gift for a boy or girl. Without cost or obligation on my part, kindly send me your booklet which gives complete details.

Name .....

Address .....

City ..... State .....

Son's or Daughter's Name .....

1855 · SEVENTY-FIFTH ANNIVERSARY · 1930

Wherever beauty is deemed worth seeking

Women who love beauty in their surroundings and cultivate it in themselves are always enthusiastic about Crane bathrooms. To this temple of health and charm, Crane ideas have brought a beauty of decoration and design worthy of the purpose. From a purely practical standpoint, Crane plumbing is no less desirable. In town house or suburban cottage, it adds value far past its cost, saves many dollars in upkeep, puts off by years the time when obsolescence endangers the whole investment. Ask your architect. Buy from a Crane Qualified Contractor-Dealer, always a highly skilled master plumber or heating contractor. For a view of all new plumbing possibilities, write for the book, *Homes of Comfort.*

Valves **CRANE** *Fittings*

FIXTURES, VALVES, FITTINGS, AND PIPING, FOR DOMESTIC AND INDUSTRIAL USE

Crane Co., General Offices: 836 S. Michigan Ave., Chicago ♦ 23 W. 44th St., New York ♦ Branches and sales offices in one hundred and ninety-six cities